

# Africa's Fashion: A Tale of Diversity

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## Abstracts

This briefing explores the forces driving apparel demand and supply in Sub-Saharan Africa, which has historically been a protected market, with tariffs, quotas and bans. It discusses how market routes, supply chains and competition have evolved. A one-size-fits-all approach will not suffice, given diverse consumer segments, from budget to luxury. The report aims to illuminate this diversity and guide industry players in identifying target markets for tailored strategies.

Euromonitor International's Africa's Fashion: A Tale of Diversity global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction

Regional overview

Regulatory environment and route to market

Consumer trends shaping the industry

Consumer trends shaping the industry – QSHOP

Consumer trends shaping the industry – jendaya

Consumer trends shaping the industry – rendoll

Competitive landscape

Competitive landscape – buzigahill

Key Takeaways

Key takeaways And how to win

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