

Apparel and Footwear in South Africa

<https://marketpublishers.com/r/A6D4A992635EN.html>

Date: November 2023

Pages: 82

Price: US\$ 2,100.00 (Single User License)

ID: A6D4A992635EN

Abstracts

For many South Africans, apparel and footwear is perceived as a non-essential purchase, with price-sensitive consumers reducing their discretionary spending in 2023 due to the impact of high inflation on food, fuel and even electricity. Consumers are struggling to manage financially, and thus are less likely to spend regularly on apparel and footwear.

Euromonitor International's Apparel and Footwear in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

Get a detailed picture of the Apparel and Footwear 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

Apparel and Footwear in South Africa
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

APPAREL AND FOOTWEAR IN SOUTH AFRICA
EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources
WOMENSWEAR IN SOUTH AFRICA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Womenswear benefits from release of Barbie film in South Africa

Shein poses threat to local apparel and footwear players

Consumers continue to seek value for money options in womenswear

PROSPECTS AND OPPORTUNITIES

Impulse purchases of womenswear driven by seasonal sales, discounts and promotions

South Africans seek inclusive sizing for their womenswear

Sustainability will remain a key concern in terms of womenswear production

CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023

Table 106 Sales of Womenswear by Category: Value 2018-2023

Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 109 NBO Company Shares of Womenswear: % Value 2019-2023

Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 114 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 115 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 116 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 117 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 118 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 119 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 120 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 121 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's formal wear experiences further declines amid casual wear trends

Many local consumers seek value for money when choosing menswear

Conscious consumers demand more sustainable menswear options

PROSPECTS AND OPPORTUNITIES

Greater willingness to invest in staple wardrobe items that offer longevity

Casual wear will remain predominant style in terms of menswear

Consumers will continue to make impulse purchases

CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023

Table 14 Sales of Menswear by Category: Value 2018-2023

Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Menswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Menswear: % Value 2019-2023

Table 18 LBN Brand Shares of Menswear: % Value 2020-2023

Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Menswear by Category: Value 2023-2028

Table 29 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek value for money from childrenswear

Parents increasingly choose to purchase their children's clothing from Shein

Licensed childrenswear remains popular in South Africa

PROSPECTS AND OPPORTUNITIES

Affordability and sustainability drive sales of second-hand childrenswear

More affluent parents seek high-value sustainable clothing for their children

Economic pressures encourage sharing of childrenswear among families and friends, placing pressure on new purchases

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear remains a resilient category in South Africa

Consumers' changing wardrobes contribute to overall growth of sportswear

Greater brand loyalty in terms of sportswear among local consumers

PROSPECTS AND OPPORTUNITIES

Casual wear trends in South Africa to further benefit sportswear

Limited editions and sportswear collaborations can potentially increase value growth

adidas launches a personal technological in-store experience

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

South Africans trade down to more affordable jeans during inflationary period

Shein poses a threat to local producers of jeans

More affluent consumers continue to drive demand for premium jeans

PROSPECTS AND OPPORTUNITIES

Increasing demand for inclusive jeans among women in South Africa

Rising concerns among eco-conscious consumers over the use of denim for jeans

Second-hand market to remain attractive for some jeans consumers

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023
Table 51 Sales of Jeans by Category: % Value Growth 2018-2023
Table 52 Sales of Men's Jeans by Category: Volume 2018-2023
Table 53 Sales of Men's Jeans by Category: Value 2018-2023
Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 56 Sales of Women's Jeans by Category: Volume 2018-2023
Table 57 Sales of Women's Jeans by Category: Value 2018-2023
Table 58 Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 59 Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 60 NBO Company Shares of Jeans: % Value 2019-2023
Table 61 LBN Brand Shares of Jeans: % Value 2020-2023
Table 62 Forecast Sales of Jeans by Category: Volume 2023-2028
Table 63 Forecast Sales of Jeans by Category: Value 2023-2028
Table 64 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 65 Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 66 Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 67 Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 68 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 69 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 70 Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 71 Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 72 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 73 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028
HOSIERY IN SOUTH AFRICA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Hosiery remains a small and declining category in South Africa
Opaque tights are predominantly worn by school girls in South Africa
Hosiery is driven solely by affordability

PROSPECTS AND OPPORTUNITIES

Importing from e-commerce platforms such as Shein poses a threat to local hosiery
Consumers of hosiery tend to search for more durable options
The shift in work attire increasingly impacts hosiery in South Africa

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023
Table 75 Sales of Hosiery by Category: Value 2018-2023

Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Hosiery: % Value 2019-2023

Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 83 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel accessories perceived as non-essential for many South Africans

Accessories such as scarves, hats and gloves are mostly seasonal purchases

Price-sensitive consumers tend to only buy apparel accessories on promotion

PROSPECTS AND OPPORTUNITIES

Apparel accessories struggle to adapt fast enough to meet current fashion trends

Consumers increasingly seek fashionable statement pieces from apparel accessories

Retail offline is key destination for consumers of apparel accessories

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Many South Africans remain price sensitive, hindering stronger volume growth

Brand loyalty for brands such as adidas and Nike in South Africa

Sports footwear remains popular as consumers maintain fitness and health goals

PROSPECTS AND OPPORTUNITIES

Illegal imports of branded footwear remain prevalent in South Africa

Price-sensitive consumers focus on promotional sales for footwear purchases

Retail offline continues to dominate distribution of footwear

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in South Africa

Product link: <https://marketpublishers.com/r/A6D4A992635EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A6D4A992635EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970