



Apparel and Footwear Specialists in South Africa

February 2024

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Apparel and Footwear Specialists in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for apparel and footwear specialists despite challenging operating environment
Competition intensifies as the channel becomes increasingly consolidated
Rise of Shein places pressure on local operators

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Apparel and footwear sales will benefit from improvement in economic conditions
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Online consolidation will alleviate pressure from online marketplaces

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