

Childrenswear in South Africa

November 2023

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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
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Apparel and Footwear in South Africa - Industry Overview

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