

# Menswear in South Africa

November 2023

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#### Menswear in South Africa - Category analysis

# **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

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