

Sportswear in South Africa

November 2023

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Sportswear in South Africa - Category analysis

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2023 DEVELOPMENTS

Sportwear 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

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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

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