

Hosiery in South Africa

November 2023

Table of Contents

Hosiery in South Africa - Category analysis

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 1 - Sales of Hosiery by Category: Volume 2018-2023

Table 2 - Sales of Hosiery by Category: Value 2018-2023

Table 3 - Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Hosiery by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Hosiery: % Value 2019-2023

Table 6 - LBN Brand Shares of Hosiery: % Value 2020-2023

Table 7 - Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 8 - Forecast Sales of Hosiery by Category: Value 2023-2028

Table 9 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 10 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Apparel and Footwear in South Africa - Industry Overview

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 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hosiery-in-south-africa/report.