

# 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

#### PROSPECTS AND OPPORTUNITIES

Apparel and footwear sales will benefit from improvement in economic conditions

Competition set to further intensify in local market

Online consolidation will alleviate pressure from online marketplaces

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Further acquisitions and diversification emerge as leading retailers deploy greater resources

Competition intensifies online as the market normalises

What next for retail?

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Informal retail

Opening hours for physical retail

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