

Apparel Accessories in South Africa

November 2023

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Apparel Accessories in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel accessories perceived as non-essential for many South Africans Accessories such as scarves, hats and gloves are mostly seasonal purchases Price-sensitive consumers tend to only buy apparel accessories on promotion

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Apparel accessories struggle to adapt fast enough to meet current fashion trends Consumers increasingly seek fashionable statement pieces from apparel accessories Retail offline is key destination for consumers of apparel accessories

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