

Luxury Goods in South Africa

Market Direction | 2022-09-15 | 40 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

Report description:

Demand for luxury goods in South Africa is traditionally driven by different target audiences; aspirational consumers who want to be associated with luxury brands which are a status symbols which allow them to display an image of success, and affluent consumers who appreciate brands of luxury goods known for their uniqueness, rarity and craftsmanship. Inbound tourists comprise the other main target audience. Pandemic-related restrictions impacted these consumers segments in different ways, in te...

Euromonitor International's Luxury Goods in South Africa report offers a comprehensive guide to the size and shape of the Luxury Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Luxury Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Luxury Goods in South Africa
Euromonitor International
September 2022

List Of Contents And Tables

LUXURY GOODS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Luxury goods in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2017-2022

Table 2 Sales of Luxury Goods by Category: % Value Growth 2017-2022

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2017-2022

Table 4 NBO Company Shares of Luxury Goods: % Value 2017-2021

Table 5 LBN Brand Shares of Luxury Goods: % Value 2018-2021

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2022

Table 7 Forecast Sales of Luxury Goods by Category: Value 2022-2027

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

EXPERIENTIAL LUXURY IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Domestic tourism helps to keep South African hospitality industry afloat

International travel challenges make local market more attractive

New airlines creating opportunities for South Africa's travel and tourism market

PROSPECTS AND OPPORTUNITIES

Improving connectivity to assist recovery

New hotels expanding locally but value sales to remain subdued

Prospects for post-pandemic business-related travel

CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2017-2022

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Experiential Luxury: % Value 2017-2021

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2018-2021

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2022-2027

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2022-2027

FINE WINES/CHAMPAGNE AND SPIRITS IN SOUTH AFRICA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY DATA FINDINGS

2022 DEVELOPMENTS

Improving value sales driven by greater return to normality

Challenging consumer environment impacts demand

New distribution channels improve brand visibility

PROSPECTS AND OPPORTUNITIES

Challenging consumer environment to hinder category's recovery

The use of influencer marketing to promote fine wines, champagne, and spirits

Counterfeit sales another hindrance to retail demand

CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2017-2022

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2017-2021

Table 18 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2018-2021

Table 19 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2017-2022

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2022-2027

Table 21 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2022-2027

PREMIUM AND LUXURY CARS IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium and luxury cars continues on road to recovery

Global supply challenges and the rise of electric models

PROSPECTS AND OPPORTUNITIES

Fuel prices and interest rates increase, hindering category growth

Electric cars set to make further gains in local market

BMW and Mercedes-Benz remain leading luxury car brands

CATEGORY DATA

Table 22 Sales of Premium and Luxury Cars: Value 2017-2022

Table 23 Sales of Premium and Luxury Cars: % Value Growth 2017-2022

Table 24 NBO Company Shares of Premium and Luxury Cars: % Value 2017-2021

Table 25 LBN Brand Shares of Premium and Luxury Cars: % Value 2018-2021

Table 26 Forecast Sales of Premium and Luxury Cars: Value 2022-2027

Table 27 Forecast Sales of Premium and Luxury Cars: % Value Growth 2022-2027

PERSONAL LUXURY IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Slow recovery ahead for personal luxury

The rise of second-hand personal luxury in South Africa

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Improved accessibility due to online presence

CATEGORY DATA

Table 28 Sales of Personal Luxury by Category: Value 2017-2022

Table 29 Sales of Personal Luxury by Category: % Value Growth 2017-2022

Table 30 NBO Company Shares of Personal Luxury: % Value 2017-2021

Table 31 LBN Brand Shares of Personal Luxury: % Value 2018-2021

Table 32 Distribution of Personal Luxury by Format: % Value 2017-2022

Table 33 Forecast Sales of Personal Luxury by Category: Value 2022-2027

Table 34 Forecast Sales of Personal Luxury by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Luxury Goods in South Africa

Market Direction | 2022-09-15 | 40 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com