

Jeans in South Africa

Market Direction | 2023-01-16 | 22 pages | Euromonitor

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Report description:

Jeans in South Africa are offered in four distinct price segments: economy, standard, premium and super premium. Towards the end of the review period, with the rising cost of living impacting consumers' purchasing decisions, many were forced to reduce their expenditure on perceived non-essential items unless they needed replenishing due to deterioration. With many local consumers making financial cuts, there was a further shift to purchasing economy jeans in 2022, the largest price segment in th...

Euromonitor International's Jeans in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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 reliable information resources to help drive informed strategic planning.

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Premium jeans perceived as investment piece offering longevity

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