

Menswear in South Africa

Market Direction | 2023-01-16 | 25 pages | Euromonitor

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Report description:

While the threat of the pandemic waned in South Africa in 2022 and restrictions eased, economic hardship remained. South Africans have experienced a consistent increase in food prices and energy inflation, resulting in many facing financial difficulties and reduced disposable incomes. This encouraged consumers to seek value-for-money menswear options, with an increasing number downgrading from popular or premium brands to more economical items. This trend drove up sales of value or mass brands i...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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