

## **Sportswear in South Africa**

Market Direction | 2023-01-16 | 18 pages | Euromonitor

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### **Report description:**

Sportswear has remained a resilient category in 2022 as local consumers continued to purchase this type of apparel as casual wear options. During the pandemic, sportswear became exceptionally popular as many South Africans spent time at home, including working remotely, and sportswear offered them comfortable clothing options. In 2022, many local consumers continued to purchase sportswear, for both their apparel and footwear needs. This is because many companies now offer employees a hybrid workin...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- \* Get a detailed picture of the Sportswear 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.

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