

## **Apparel Accessories in South Africa**

Market Direction | 2023-11-09 | 18 pages | Euromonitor

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### **Report description:**

With many consumers struggling financially in South Africa, apparel accessories are regarded as non-essential purchases. With the high levels of inflation that impact the daily cost of living for South Africans, many consumers are reducing their expenditure on general apparel and footwear, hence making apparel accessories a niche. Consumers who are likely to spend on apparel accessories tend to have higher disposable incomes, thereby hampering stronger growth potential for the category.

Euromonitor International's Apparel Accessories 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: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- \* Get a detailed picture of the Apparel Accessories 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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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

#### PROSPECTS AND OPPORTUNITIES

Apparel accessories struggle to adapt fast enough to meet current fashion trends

Consumers increasingly seek fashionable statement pieces from apparel accessories

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