

Footwear in South Africa

Market Direction | 2023-11-09 | 19 pages | Euromonitor

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Report description:

Many South Africans continue to struggle financially in 2023 due to the cost-of-living crisis, where high levels of inflation are impacting the cost of food, fuel and even mortgage and rent payments. Therefore, price-sensitive consumers are reducing their discretionary spending. For most low-income consumers in South Africa, food is the main priority, leaving categories such as apparel and footwear as an afterthought.

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's 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 Footwear 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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FOOTWEAR IN SOUTH AFRICA

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Brand loyalty for brands such as adidas and Nike in South Africa

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