

Jeans in South Africa

Market Direction | 2023-11-09 | 22 pages | Euromonitor

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Report description:

Many South Africans face tough economic conditions due to the rising cost of living. This is forcing them to reduce their discretionary spending. Due to economic difficulties in the country, increasing numbers of consumers are trading down from standard jeans to economy options. Local consumers increasingly seek value brands and would rather choose an affordable pair if the purchase is necessary. Many value brands, such as Mr Price, Pep and Ackermans, offer pairs of jeans at affordable prices. T...

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.

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Euromonitor International
November 2023

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