

Menswear in South Africa

Market Direction | 2023-11-09 | 25 pages | Euromonitor

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Report description:

Since the pandemic, the focus on wearing formal attire has shifted to more casual trends in South Africa. This trend remains prevalent in 2023, with fewer formal attire ranges being displayed in various men's apparel specialists. As a result, many male consumers are not particularly focused on buying formal clothing items such as suits and shirts, unless it is for a special occasion such as a wedding.

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.

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Many local consumers seek value for money when choosing menswear

Conscious consumers demand more sustainable menswear options

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