

## **Womenswear in South Africa**

Market Direction | 2023-11-09 | 26 pages | Euromonitor

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### **Report description:**

The first live-action Barbie film was released in South Africa in 2023, encouraging many apparel and footwear specialists to stock various licensed clothing items featuring the Barbie logo. Watching the Barbie film for many local consumers was a major occasion. Some watched the film with their family and friends in Barbie-inspired apparel and identical outfits as they looked to enjoy the accompanying celebrations. This has helped drive value growth of womenswear in 2023, as the publicity around...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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  
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Womenswear benefits from release of Barbie film in South Africa  
Shein poses threat to local apparel and footwear players  
Consumers continue to seek value for money options in womenswear

#### PROSPECTS AND OPPORTUNITIES

Impulse purchases of womenswear driven by seasonal sales, discounts and promotions  
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