

Sportswear in South Africa

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Sportswear in South Africa - Category analysis

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2024 DEVELOPMENTS

Appetite for sportswear continues to grow but consumers now seek affordable options Cross-functional styles continue to appeal to local consumers New mergers and acquisitions evident across the industry

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Sportswear in South Africa set to remain resilient Limited editions and sportswear collaborations can potentially support growth New official kit supplier for national sports teams will provide boost to sales

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