

# Sportswear in South Africa

March 2025

Table of Contents

#### Sportswear in South Africa - Category analysis

## **KEY DATA FINDINGS**

#### 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

## PROSPECTS AND OPPORTUNITIES

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

#### CATEGORY DATA

Table 1 - Sales of Sportswear by Category: Value 2019-2024
Table 2 - Sales of Sportswear by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Sportswear: % Value 2020-2024
Table 4 - LBN Brand Shares of Sportswear: % Value 2021-2024
Table 5 - Distribution of Sportswear by Format: % Value 2019-2024
Table 6 - Forecast Sales of Sportswear by Category: Value 2024-2029
Table 7 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

#### Apparel and Footwear in South Africa - Industry Overview

## EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for apparel and footwear?

### MARKET DATA

Table 8 - Sales of Apparel and Footwear by Category: Volume 2019-2024

- Table 9 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 14 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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