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# Womenswear in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local womenswear consumers are accustomed to promotional offers  
Inexpensive imports from Shein and Temu threaten local players  
Yaga offers affordability and business opportunities

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Affordability will remain a key purchase driver over the forecast period  
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Apparel and Footwear in South Africa - Industry Overview

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