

Jeans in South Africa

March 2025

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Jeans in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability remains a key purchasing factor for jeans Inexpensive imports pose a threat due to their wide range of styles E-commerce offers greater visibility and growth opportunities to brands

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Inclusive sizing will remain an area of growth for jeans Growing awareness of environmental concerns linked to denim production Second-hand market to remain attractive to consumers, especially for luxury brands

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