



# Personal Luxury in South Africa

October 2023

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## Personal Luxury in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury bounces back in 2023 despite economic pressures

Designer apparel and footwear (ready-to-wear) on the path to recovery

Lifting of restrictions encourages consumers to update their luxury eyewear

Retail value sales of luxury jewellery see a rise in 2023

Luxury leather goods sees positive value growth in 2023

Luxury wearables electronics benefiting from new innovations and the digitalisation of society

Luxury timepieces seen as an investment as well as a fashion status

Value sales of writing instruments and stationery on the increase in 2023

Super premium beauty and personal care on the rise as face masks come off and social functions return

Surtee Group holds the lead in personal luxury in 2022, but Louis Vuitton sees the most dynamic growth

#### PROSPECTS AND OPPORTUNITIES

Value sales look set to go up in 2023 constant terms over the forecast period

Designer apparel and footwear (ready-to-wear) set to remain the largest category in value terms over the forecast period

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