



Euromonitor
International

Personal Luxury in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- Improving economy and an increase in tourism expected to fuel growth in personal luxury
- Sustainability concerns set to have a growing influence on demand and new product development
- E-commerce seen to have significant potential as new technology presents new opportunities

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Luxury Goods in South Africa - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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