

# Apparel Accessories in South Africa

November 2023

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## Apparel Accessories in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apparel accessories perceived as non-essential for many South Africans  
Accessories such as scarves, hats and gloves are mostly seasonal purchases  
Price-sensitive consumers tend to only buy apparel accessories on promotion

#### PROSPECTS AND OPPORTUNITIES

Apparel accessories struggle to adapt fast enough to meet current fashion trends  
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