

# Womenswear in South Africa

November 2023

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## Womenswear in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Womenswear benefits from release of Barbie film in South Africa  
Shein poses threat to local apparel and footwear players  
Consumers continue to seek value for money options in womenswear

#### PROSPECTS AND OPPORTUNITIES

Impulse purchases of womenswear driven by seasonal sales, discounts and promotions  
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