



Euromonitor
International

Bags and Luggage in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The challenging consumer environment dampens growth in 2024
Low-cost imports from Shein and Temu offer consumers affordability and choice
Players focus on differentiation and premiumisation to drive sales

PROSPECTS AND OPPORTUNITIES

Low growth is expected as price point will continue to challenge sales in bags and luggage
Physical stores are set to remain the main channel of distribution
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DISCLAIMER

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