



# Childrenswear in South Africa

February 2026

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## Childrenswear in South Africa - Category analysis

### KEY DATA FINDINGS

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Childrenswear growth attributed to growing, premium niches, and increased incomes

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#### INDUSTRY PERFORMANCE

Childrenswear fares well, as the market is influenced by social media and shifting demands

Market polarisation shapes childrenswear landscape through affordability and quality

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Niche brands capitalise on community engagement and local production

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Social media and television increase demand for licenced apparel

Chart 4 - Ackermans Character Shop Brings Affordable Licensed Apparel to Childrenswear

#### WHAT'S NEXT?

Baby and toddler wear to lead growth, with affluent parents preferring brand social commitment

Girls' apparel to remain largest category, with steady growth focussed on social media

#### COMPETITIVE LANDSCAPE

Mr Price and Foschini maintain lead through affordability

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Apparel specialists lead childrenswear sales through omnichannel retailing

Chart 5 - Analyst Insight

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[Apparel and Footwear in South Africa - Industry Overview](#)

### EXECUTIVE SUMMARY

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### KEY DATA FINDINGS

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Athleisure, affordability, and aspirational purchases to continue driving spending

Normalisation of resale and sustainability to force companies to re-strategise

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#### COMPETITIVE LANDSCAPE

Local brands maintain lead, adapting to changing consumer preferences and tax regulations

Competitive nature of emerging brands to increase strategic positioning of local players

## CHANNELS

Retail offline continues to dominate sales, albeit with a strong omnichannel presence

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