



Footwear in South Africa

February 2026

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Footwear in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Athleisure and aspiration are reshaping South Africa's footwear

Chart 1 - Key Trends 2025

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Premium and local brands benefit from "sneaker-head" culture and replacement needs

Value-driven consumers and aspirational purchases create polarised market segments

Chart 2 - Bathu Shoes Uses Aggressive Promotional Deals to Drive Sales and Empty Inventory

Wellness culture and broader fashion trends influence new brand offerings

WHAT'S NEXT?

Demand for affordable footwear and versatile athleisure wear to support sales

COMPETITIVE LANDSCAPE

International brands maintain lead through strong reputation and desirability

Counterfeit products fuelled by growing social platforms and e-commerce

CHANNELS

Apparel specialists dominate offline sales with consumers preferring the in-store experience

Retail e-commerce gains traction with an omnichannel presence

Chart 3 - Analyst Insight

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

EXECUTIVE SUMMARY

Affordable products attract many but athleisure and aspirational positioning also appeals

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WHAT'S NEXT?

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Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

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