



# Sportswear in South Africa

February 2026

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Sportswear sees healthy growth as a result of shifting consumer behaviour and wellness culture

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Expansion of athleisure and active lifestyles fuel growth

Polarising consumer preferences split between affordability, versatility, and casualisation

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Emerging resale indicates a potential shift, opening potential to traditional brands

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Top brands maintain lead as consumers demand remain polarised

New entrants and local sports teams' clothing ranges create new opportunities

#### CHANNELS

Apparel specialists lead sportswear sales with a strong brand presence

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

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Affordable products attract many but athleisure and aspirational positioning also appeals

### KEY DATA FINDINGS

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