



# Hosiery in South Africa

February 2026

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## Hosiery in South Africa - Category analysis

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Affordable prices and innovative designs alike attract consumers

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Periodic replacement purchases and innovative product designs drive growth

Market polarisation creates necessity and premium segments

Fashionable designs and functional innovation assist hosiery's performance

#### WHAT'S NEXT?

Hosiery growth to remain consistent aligning with broader consumer expenditure trends

Visually appealing store set-ups and mannequin arrangements to boost consumer interest

#### COMPETITIVE LANDSCAPE

Top brands lead with quality, affordable ranges

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Apparel specialists lead hosiery sales with strong mall presence

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

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### KEY DATA FINDINGS

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