



# Passport

## Hosiery in South Africa

Euromonitor International

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Some content and data have been  
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# HOSIERY IN SOUTH AFRICA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Hosiery remains a small and declining category in south africa

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Opaque tights are predominantly worn by school girls in south africa

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Hosiery is driven solely by affordability

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## PROSPECTS AND OPPORTUNITIES

Importing from e-commerce platforms such as shein poses a threat to local hosiery

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Consumers of hosiery tend to search for more durable options

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The shift in work attire increasingly impacts hosiery in south africa

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## CATEGORY DATA

Table 1 Sales of Hosiery by Category: Volume 2018-2023

| '000 units          | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------|--------------------------|------|------|------|------|------|
| - Sheer Hosiery     | Data removed from sample |      |      |      |      |      |
| - Non-Sheer Hosiery |                          |      |      |      |      |      |
| Hosiery             |                          |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Hosiery by Category: Value 2018-2023

ZAR million

|   | 2018   | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--|------|------|------|------|------|
| - Sheer Hosiery<br>- Non-Sheer Hosiery<br>Hosiery | Data removed from sample   |      |      |      |      |      |
| Source:   | Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources |      |      |      |      |      |

**Table 3 Sales of Hosiery by Category: % Volume Growth 2018-2023**

| % volume growth                                   | 2022/23  | 2018-23 CAGR | 2018/23 Total |
|---|--|--------------|---------------|
| - Sheer Hosiery<br>- Non-Sheer Hosiery<br>Hosiery | Data removed from sample   |              |               |
| Source:   | Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources |              |               |

**Table 4 Sales of Hosiery by Category: % Value Growth 2018-2023**

| % current value growth                            | 2022/23  | 2018-23 CAGR | 2018/23 Total |
|---|--|--------------|---------------|
| - Sheer Hosiery<br>- Non-Sheer Hosiery<br>Hosiery | Data removed from sample   |              |               |
| Source:   | Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources |              |               |

**Table 5 NBO Company Shares of Hosiery: % Value 2019-2023**

| % retail value rsp<br>Company | 2019 | 2020 | 2021 | 2022 | 2023 |
|-------------------------------|------|------|------|------|------|
| Data removed from sample      |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Hosiery: % Value 2020-2023

| % retail value rsp<br>Brand (GBO) | Company (NBO) | 2020 | 2021 | 2022 | 2023 |
|-----------------------------------|---------------|------|------|------|------|
|-----------------------------------|---------------|------|------|------|------|

|                          |  |  |  |  |  |
|--------------------------|--|--|--|--|--|
| Data removed from sample |  |  |  |  |  |
|--------------------------|--|--|--|--|--|

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Forecast Sales of Hosiery by Category: Volume 2023-2028

| '000 units | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|------------|------|------|------|------|------|------|
|------------|------|------|------|------|------|------|

|                     |                          |  |  |  |  |  |
|---------------------|--------------------------|--|--|--|--|--|
| - Sheer Hosiery     | Data removed from sample |  |  |  |  |  |
| - Non-Sheer Hosiery |                          |  |  |  |  |  |
| Hosiery             |                          |  |  |  |  |  |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 8 Forecast Sales of Hosiery by Category: Value 2023-2028

| ZAR million | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|-------------|------|------|------|------|------|------|
|-------------|------|------|------|------|------|------|

|                     |                          |  |  |  |  |  |
|---------------------|--------------------------|--|--|--|--|--|
| - Sheer Hosiery     | Data removed from sample |  |  |  |  |  |
| - Non-Sheer Hosiery |                          |  |  |  |  |  |
| Hosiery             |                          |  |  |  |  |  |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

| % volume growth | 2023/24 | 2023-28 CAGR | 2023/28 Total |
|-----------------|---------|--------------|---------------|
|-----------------|---------|--------------|---------------|

- Sheer Hosiery  
- Non-Sheer Hosiery  
Hosiery

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

% constant value growth

2023/2024      2023-28 CAGR      2023/28 Total

- Sheer Hosiery  
- Non-Sheer Hosiery  
Hosiery

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



# APPAREL AND FOOTWEAR IN SOUTH AFRICA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Apparel and footwear in 2023: The big picture

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### 2023 key trends

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## Competitive landscape

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## Retailing developments

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## What next for apparel and footwear?

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## MARKET DATA

**Table 11 Sales of Apparel and Footwear by Category: Volume 2018-2023**

| '000 units           | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------|--------------------------|------|------|------|------|------|
| Apparel              | Data removed from sample |      |      |      |      |      |
| Footwear             |                          |      |      |      |      |      |
| Apparel and Footwear |                          |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Sportswear volume not researched

**Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023**

| ZAR million          | 2018                     | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------|--------------------------|------|------|------|------|------|
| Apparel              | Data removed from sample |      |      |      |      |      |
| Footwear             |                          |      |      |      |      |      |
| Sportswear           |                          |      |      |      |      |      |
| Apparel and Footwear |                          |      |      |      |      |      |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023**

| % volume growth      | 2022/23                  | 2018-23 CAGR | 2018/23 Total |
|----------------------|--------------------------|--------------|---------------|
| Apparel              | Data removed from sample |              |               |
| Footwear             |                          |              |               |
| Apparel and Footwear |                          |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Sportswear volume not researched

**Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023**

| % current value growth | 2022/23                  | 2018-23 CAGR | 2018/23 Total |
|------------------------|--------------------------|--------------|---------------|
| Apparel                | Data removed from sample |              |               |
| Footwear               |                          |              |               |
| Sportswear             |                          |              |               |
| Apparel and Footwear   |                          |              |               |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023**

% retail value rsp  
Company

2019

2020

2021

2022

2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

% retail value rsp  
Brand (GBO)

Company (NBO)

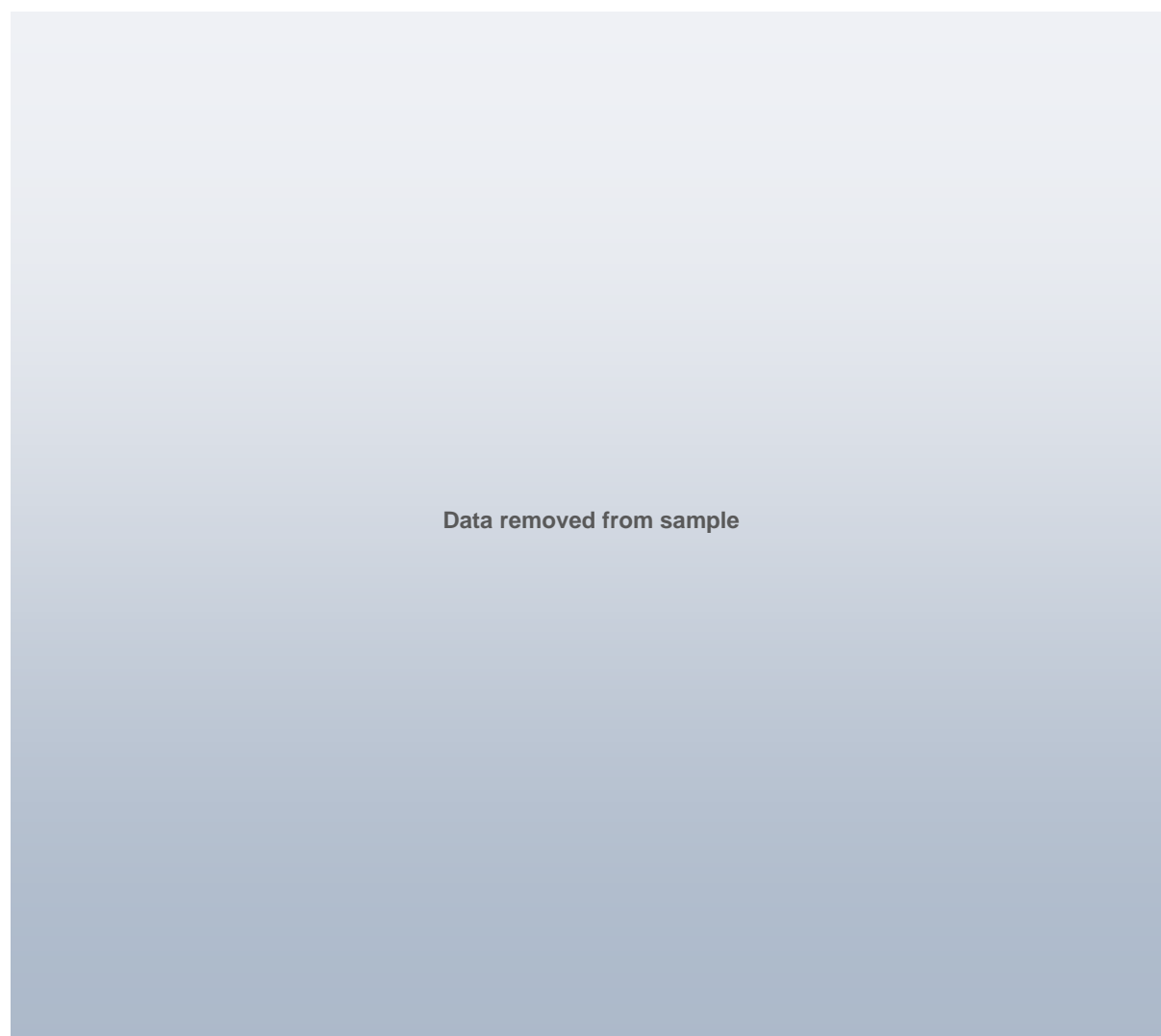
2020

2021

2022

2023

Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 17**      **Distribution of Apparel and Footwear by Format: % Value 2018-2023**

| % retail value rsp                 | 2018   | 2019 | 2020 | 2021 | 2022 | 2023 |
|------------------------------------|--|------|------|------|------|------|
| Retail Channels                    | <p style="text-align: center;"><b>Data removed from sample</b></p> |      |      |      |      |      |
| - Retail Offline                   |  |      |      |      |      |      |
| -- Grocery Retailers               |  |      |      |      |      |      |
| --- Convenience Retail             |  |      |      |      |      |      |
| --- Supermarkets                   |  |      |      |      |      |      |
| --- Hypermarkets                   |  |      |      |      |      |      |
| --- Discounters                    |  |      |      |      |      |      |
| --- Warehouse Clubs                |  |      |      |      |      |      |
| --- Food/drink/tobacco specialists |  |      |      |      |      |      |
| --- Small Local Grocers            |  |      |      |      |      |      |
| -- Non-Grocery Retailers           |  |      |      |      |      |      |

- General Merchandise Stores
- Department Stores
- Variety Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Bags and Luggage Specialists
- Jewellery and Watch Specialists
- Sports goods stores
- Traditional Toys and Games Stores
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 18** Distribution of Apparel and Footwear by Format and Category: % Value 2023

% retail value rsp

Apparel

Footwear

Sportswear

- Retail Channels
- Retail Offline
- Grocery Retailers
- Convenience Retail
- Supermarkets
- Hypermarkets
- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Department Stores
- Variety Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Bags and Luggage Specialists
- Jewellery and Watch Specialists
- Sports goods stores
- Traditional Toys and Games Stores

Data removed from sample

--- Other Non-Grocery Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: AP = apparel; FW = footwear; SW = Sportswear

**Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028**

'000 units

|                      | 2023                            | 2024 | 2025 | 2026 | 2027 | 2028 |
|----------------------|---------------------------------|------|------|------|------|------|
| Apparel              | <b>Data removed from sample</b> |      |      |      |      |      |
| Footwear             |                                 |      |      |      |      |      |
| Apparel and Footwear |                                 |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Sportswear volume not researched

**Table 20 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028**

ZAR million

|                      | 2023                            | 2024 | 2025 | 2026 | 2027 | 2028 |
|----------------------|---------------------------------|------|------|------|------|------|
| Apparel              | <b>Data removed from sample</b> |      |      |      |      |      |
| Footwear             |                                 |      |      |      |      |      |
| Sportswear           |                                 |      |      |      |      |      |
| Apparel and Footwear |                                 |      |      |      |      |      |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 21 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028**

% volume growth

|                      | 2023/24                         | 2023-28 CAGR | 2023/28 Total |
|----------------------|---------------------------------|--------------|---------------|
| Apparel              | <b>Data removed from sample</b> |              |               |
| Footwear             |                                 |              |               |
| Apparel and Footwear |                                 |              |               |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Sportswear volume not researched

**Table 22 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028**

% constant value growth

|          | 2023/2024                       | 2023-28 CAGR | 2023/28 Total |
|----------|---------------------------------|--------------|---------------|
| Apparel  | <b>Data removed from sample</b> |              |               |
| Footwear |                                 |              |               |

Sportswear  
Apparel and Footwear

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

Forecast closing date: 23 October 2023

Report closing date: 7 November 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

Sources used during research include the following:

### Summary 1 Research Sources

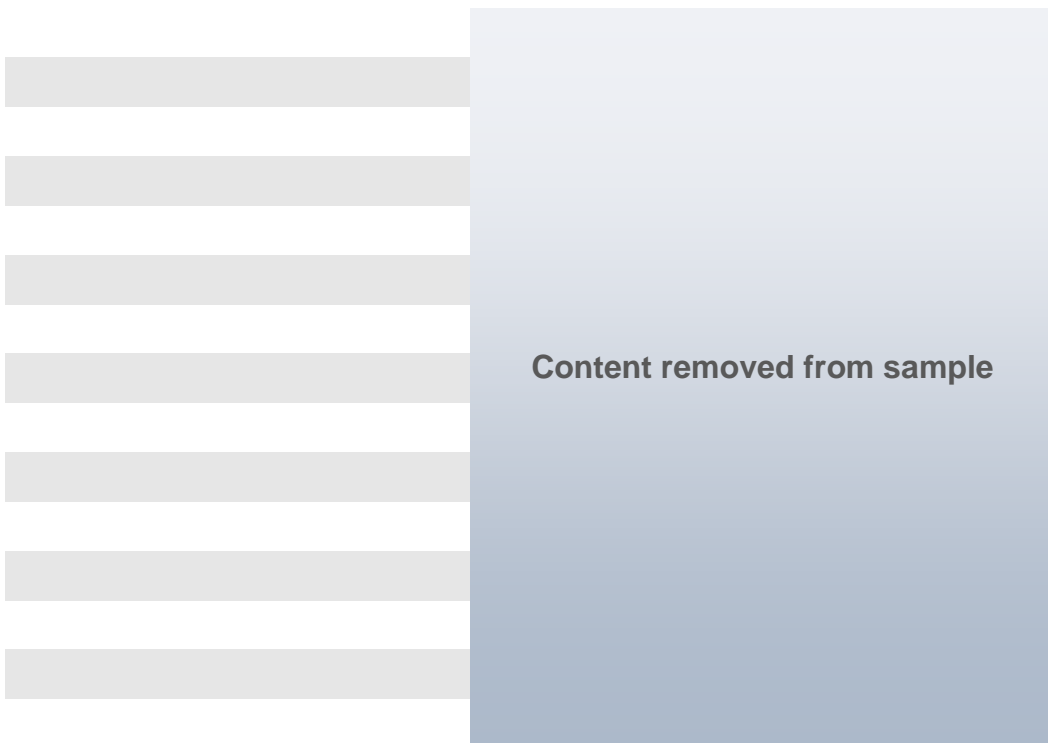
Official Sources

Trade Associations

Trade Press

Content removed from sample





Source: Euromonitor International