



Hosiery in South Africa

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Innovation and design to assist local brands against international challengers

Chart 2 - Local Sexy Socks Competes with International Brands Through Bold Designs

CHANNELS

Apparel specialists lead hosiery sales with strong mall presence

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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

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Market polarisation is a key driver in market growth and development

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Resale platforms normalise second-hand clothing sales

Chart 5 - Resale Platforms Such as Yaga Normalise Resale

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

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