

# Personal Luxury in South Africa

October 2023

Table of Contents

## Personal Luxury in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury bounces back in 2023 despite economic pressures

Designer apparel and footwear (ready-to-wear) on the path to recovery

Lifting of restrictions encourages consumers to update their luxury eyewear

Retail value sales of luxury jewellery see a rise in 2023

Luxury leather goods sees positive value growth in 2023

Luxury wearables electronics benefiting from new innovations and the digitalisation of society

Luxury timepieces seen as an investment as well as a fashion status

Value sales of writing instruments and stationery on the increase in 2023

Super premium beauty and personal care on the rise as face masks come off and social functions return

Surtee Group holds the lead in personal luxury in 2022, but Louis Vuitton sees the most dynamic growth

#### PROSPECTS AND OPPORTUNITIES

Value sales look set to go up in 2023 constant terms over the forecast period

Designer apparel and footwear (ready-to-wear) set to remain the largest category in value terms over the forecast period

Luxury wearables electronics expected to be the most dynamic category

#### CATEGORY DATA

Table 1 - Sales of Personal Luxury by Category: Value 2018-2023

Table 2 - Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 4 - LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 5 - Distribution of Personal Luxury by Format: % Value 2018-2023

Table 6 - Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

## Luxury Goods in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2018-2023

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 11 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/personal-luxury-in-south-africa/report](http://www.euromonitor.com/personal-luxury-in-south-africa/report).