

SOUTH AFRICA

A MARKET FOR CLOTHING FROM AFRICA



SOUTH AFRICA

**A MARKET FOR CLOTHING
FROM AFRICA**

Abstract for trade information services

ID=41882

2010

SITC-84 SOU

International Trade Centre (ITC)
South Africa: A Market for Clothing from Africa.
Geneva: ITC, 2010. xiii, 43 p.
Doc. No. SC-10-192.E

Paper dealing with the issues critical to entering the clothing market in South Africa, especially relevant to African exporters - provides an overview of the market structure and characteristics; looks at the tariff structure and non-tariff barriers such as labelling and ethical trading requirements; examines South African domestic market, the clothing retail sector, and business practices; provides a case study on Mauritius as an example of a supplier to South Africa; identifies market niche opportunities in the country; includes statistical data on South Africa's foreign trade in the sector.

Descriptors: **Clothing, Tariffs, Non-Tariff Barriers, Labelling, South Africa, Mauritius, Case Studies.**

For further information on this technical paper, contact Mr. Emilio Portocarrero, portocarrero@intracen.org

EN

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

ITC, Palais des Nations, 1211 Geneva 10, Switzerland (www.intracen.org)

Views expressed in this paper are those of consultants and do not necessarily coincide with those of ITC, UN or WTO. The designations employed and the presentation of material in this paper do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Mention of firms, products and product brands does not imply the endorsement of ITC.

Digital image on the cover: © iStockphoto

© International Trade Centre 2010

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts of this technical paper may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.

Foreword

This paper aims to guide exporters in developing countries—mainly in Africa—on how to access the burgeoning and almost entirely import-reliant market for clothing in South Africa.

Because of the recent global financial crisis, exporters from developing countries have recently faced shrinking or marginal export growth in many of their developed country markets. Although these markets continue to account for 80% of world imports, imports into large emerging markets like Brazil, the Russian Federation, India, China and South Africa—the BRICS countries—are growing faster and offer significant potential for exploitation by exporters in the developing world.

The International Trade Centre (ITC) has a comprehensive approach to assisting exporters from developing and least developed countries in market development and market diversification for key products in certain priority sectors. Under the approach, ITC helps to improve market networks, increases knowledge of new market opportunities in emerging markets and promotes South-South trade along the value chain, among other activities.

This technical paper is one of a series of sectoral market studies in BRICS countries commissioned by the ITC. Specifically, it responds to the need for greater knowledge of how to export clothing to the South African market.

All studies were funded by limited internal resources from the ITC regular budget. Owing to costs constraints, they will be issued as technical papers in a limited number of hard copies. Dissemination to developing country exporters will be done electronically and through the ITC website.

The clothing industry can be an important employment generator for many African countries. Clothing imports into South Africa rose over a five-year period to US\$ 1.1 billion in 2009, making it the world's twenty-fifth largest importer of this product group. Most imports were from Asia. However, some Asian exporters are becoming less competitive and countries like Botswana, Madagascar, Malawi and Mauritius have been making significant inroads into the market. They offer sterling examples of what needs to be done for African countries like them to gain entry into South Africa.

The report describes some attractive market niche opportunities and highlights some issues critical to entering the South African market that are especially relevant to African exporters. Most specially, strategies to influence current patterns of sourcing are required.

Finally, this report provides insights that would be useful in designing an initial marketing strategy and in preparing for an exporter's first sales visit to the market.

Emilio Portocarrero
Chief, Sector Competitiveness Section
Division of Market Development
International Trade Centre

Acknowledgements

The International Trade Centre (ITC) wishes to thank the following for their contribution to this technical paper:

Individuals

Liz Whitehouse, Whitehouse & Associates (research coordinator and author)

Emilio Portocarrero, Chief, Sector Competitiveness, ITC

Matthias Knappe, Programme Manager, Cotton, Textiles and Clothing, Sector Competitiveness, ITC

Elisabeth Véquaud, Programme Clerk, Sector Competitiveness, ITC

Natalie Domeisen, Senior Public Information Officer (editorial manager)

Leni Sutcliffe (editor)

Companies, institutions and organizations in South Africa:

A & M Dockrat (Solomons)

Clothing City

Department of Trade and Industry

Edcon (Pty) Ltd

Foschini Group

International Trade Administration Commission (ITAC)

South African Bureau of Standards

Truworths

Woolworths

Contents

Foreword	iii
Acknowledgements	v
Note	ix
Executive summary	xi
1. The structure and characteristics of the domestic market: an overall view	1
1.1. Domestic production: a tale of woe...	1
1.2. International trade	1
1.2.1. Imports	1
1.2.2. Exports	6
1.3. The South African retail market for clothing	8
2. Tariff structures	10
2.1. Import tariffs	10
2.2. Additional taxes	14
3. Non-tariff barriers	14
3.1. Special import regulations	14
3.2. Customs procedures, freight forwarding and transport requirements	15
3.3. Labelling requirements	16
3.4. Domestic business practices	18
3.5. Ethical trading requirements: the Woolworths way	18
4. Expected market developments	19
5. The domestic market: a micro view	23
5.1. Key market players	23

预览已结束，完整报告链接和二维码如下

https://www.yunbaogao.cn/report/index/report?reportId=5_23054