

French sporting goods retailer Decathlon opens fourth store in SA

The Decathlon Group has opened its fourth store in South Africa at the East Point Shopping Centre in Boksburg, Gauteng. The French sporting goods retailer currently has three other Decathlon stores in the province, with plans to expand planning into the rest of South Africa.



Decathlon has over 1,500 stores in 49 countries around the world. With a focus on affordability, the brand offers products across more than 60 different sporting codes.

Andre Williams, asset manager SA Corporate Real Estate, said that he was extremely excited to introduce the fourth Decathlon store to the centre's customers. "South Africa has a lot to offer in terms of retail and it is exciting to see foreign brands such as Decathlon opening its doors in SA.

"This adds healthy competition for known brands in the country as well as provide more choice for the consumer. With the opening of Decathlon, we want to showcase the brand to consumers as well as celebrate East Point's offerings to Gauteng retail," he says.

Refreshing competitive landscape

Taleo Retail Advisory's Sash Padayachee said that the internationalisation of brands into SA creates employment opportunities and refreshes the competitive landscape.

"From an economic outlook perspective, the foreign direct investment inflows provide much-needed optimism noting that international players see potential upside in the mid- to long-term prospects in our country admittedly sometimes international expansion into the region is also a response their saturated domestic markets.

"It is also a catalyst to sustain improved quality, value, service and choice to our customers by responsive local retailers. Decathlon is expanding into growing product segments of sportswear, sneakers and sports equipment," adds Padayachee.

Decathlon South Africa CEO, Eric Mazillier, said that they want each Decathlon site to be more than a store.

"We want the store to be a place where real sports lovers meet and become part of our community. Staff members are there to not only advise customers but also to allow them to test the products before buying. We are very excited to continue to develop the Decathlon brand to more South Africans," says Mazillier.

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