

Al Sawani Group in Apparel (Saudi Arabia)

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Abstracts

Having faced growing competition during part of the review period, Al Sawani's share recovered in 2012. The forecast period is expected to offer stronger opportunities for growth, as Saudi Arabia expected to see a strong economic performance. The company is expected to benefit from rising disposable income levels and an increasingly aspirational consumer base, while growing Westernisation is expected to result in its brands such as Guess and Levi's seeing stronger consumer interest.

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