

# Apparel and Footwear in Egypt

<https://marketpublishers.com/r/AB488A81774EN.html>

Date: November 2023

Pages: 85

Price: US\$ 2,100.00 (Single User License)

ID: AB488A81774EN

## Abstracts

Apparel and footwear in Egypt witnessed a challenging year in 2023, with sales volume shifting into strong decline. Demand weakened considerably during the first quarter of the year, as consumers reeled from the huge price increases brought about by the devaluation of the Egyptian pound in December 2022. Retail prices of apparel and footwear rose as raw materials like cotton, leather and threads doubled in price, with shipping fees also rising. Lower disposable income has also made Egyptians les...

Euromonitor International's Apparel and Footwear in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Apparel and Footwear in Egypt  
Euromonitor International  
November 2023  
List Of Contents And Tables  
APPAREL AND FOOTWEAR IN EGYPT  
EXECUTIVE SUMMARY  
Apparel and footwear in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### WOMENSWEAR IN EGYPT

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Soaring prices reduce demand for womenswear

Consumers head to outlets amid cost of living crisis

Local clothing brands gain popularity

#### PROSPECTS AND OPPORTUNITIES

Economic uncertainty to limit further investment

Retail prices expected to stabilise in the short term

Al Kassm Group to retain its lead in womenswear

#### CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

#### MENSWEAR IN EGYPT

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Menswear purchases decline amid escalating prices

Affordability is key as men switch to economy jeans

International brands keep prices high to protect profit margins

#### PROSPECTS AND OPPORTUNITIES

Moderate growth expected as the economy recovers

Foreign currency shortages will challenge production

Local player Tema Retail EG likely to assert its lead in menswear

#### CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023

Table 32 Sales of Menswear by Category: Value 2018-2023  
Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023  
Table 34 Sales of Menswear by Category: % Value Growth 2018-2023  
Table 35 NBO Company Shares of Menswear: % Value 2019-2023  
Table 36 LBN Brand Shares of Menswear: % Value 2020-2023  
Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023  
Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023  
Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023  
Table 40 LBN Brand Shares of Men's Outerwear: % Value 2020-2023  
Table 41 NBO Company Shares of Men's Swimwear: % Value 2019-2023  
Table 42 LBN Brand Shares of Men's Swimwear: % Value 2020-2023  
Table 43 NBO Company Shares of Men's Underwear: % Value 2019-2023  
Table 44 LBN Brand Shares of Men's Underwear: % Value 2020-2023  
Table 45 Forecast Sales of Menswear by Category: Volume 2023-2028  
Table 46 Forecast Sales of Menswear by Category: Value 2023-2028  
Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028  
Table 48 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

## CHILDRENSWEAR IN EGYPT

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Childrenswear faces the challenge of rising prices

Growing preference for second-hand clothing

Financial instalment plans offer consumers support

### PROSPECTS AND OPPORTUNITIES

Moderate growth over the forecast period

Promotional events and bulk buying are key to consumers' purchasing patterns

High cost of inputs to put further pressure on prices

### CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023  
Table 50 Sales of Childrenswear by Category: Value 2018-2023  
Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023  
Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023  
Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023  
Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023  
Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028  
Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028  
Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028  
SPORTSWEAR IN EGYPT  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sportswear is hit hard by the cost of living crisis  
Price sensitivity drives search for discounts and promotions  
Local sportswear brands reach consumers via e-commerce

#### PROSPECTS AND OPPORTUNITIES

Healthier lifestyles to fuel demand for sportswear  
adidas Group poised to retain leadership  
E-commerce channel to spearhead growth

#### CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023  
Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023  
Table 61 NBO Company Shares of Sportswear: % Value 2019-2023  
Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023  
Table 63 Distribution of Sportswear by Format: % Value 2018-2023  
Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028  
Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

### JEANS IN EGYPT

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Jeans category witnesses slight decline in volume sales  
Affordable jeans support overall category performance  
Supply of imported super premium jeans curtailed

#### PROSPECTS AND OPPORTUNITIES

Jeans is expected to witness robust growth  
Egyptian government to support local producers  
Athleisure trend is a potential threat to growth

#### CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023  
Table 67 Sales of Jeans by Category: Value 2018-2023  
Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023  
Table 69 Sales of Jeans by Category: % Value Growth 2018-2023  
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023



Table 71 Sales of Men's Jeans by Category: Value 2018-2023  
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023  
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023  
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023  
Table 75 Sales of Women's Jeans by Category: Value 2018-2023  
Table 76 Sales of Women's Jeans by Category: % Volume Growth 2018-2023  
Table 77 Sales of Women's Jeans by Category: % Value Growth 2018-2023  
Table 78 NBO Company Shares of Jeans: % Value 2019-2023  
Table 79 LBN Brand Shares of Jeans: % Value 2020-2023  
Table 80 Forecast Sales of Jeans by Category: Volume 2023-2028  
Table 81 Forecast Sales of Jeans by Category: Value 2023-2028  
Table 82 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028  
Table 83 Forecast Sales of Jeans by Category: % Value Growth 2023-2028  
Table 84 Forecast Sales of Men's Jeans by Category: Volume 2023-2028  
Table 85 Forecast Sales of Men's Jeans by Category: Value 2023-2028  
Table 86 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028  
Table 87 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028  
Table 88 Forecast Sales of Women's Jeans by Category: Volume 2023-2028  
Table 89 Forecast Sales of Women's Jeans by Category: Value 2023-2028  
Table 90 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028  
Table 91 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

## HOSIERY IN EGYPT

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers cut back on hosiery purchases as price rise  
Samakiea Co leads with competitively-priced quality products  
Players focus on export markets to support financial situation

### PROSPECTS AND OPPORTUNITIES

Muted constant volume in 2024  
Local manufacturers to remain stronghold in hosiery  
Sheer hosiery to register higher growth

### CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023  
Table 93 Sales of Hosiery by Category: Value 2018-2023  
Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023  
Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023  
Table 96 NBO Company Shares of Hosiery: % Value 2019-2023

Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 101 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

## APPAREL ACCESSORIES IN EGYPT

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Demand for apparel accessories declines in 2023

Consumers shift towards affordable local brands

Businesses under threat from difficult trading conditions

### PROSPECTS AND OPPORTUNITIES

Slow recovery for apparel accessories in upcoming period

Apparel accessories well suited to online space

Belts and scarves to be the strongest subcategory

### CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

## FOOTWEAR IN EGYPT

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Footwear witnesses decline in volume sales

Consumers opt to buy footwear during promotional periods

Social media sellers offer premium footwear at attractive prices

### PROSPECTS AND OPPORTUNITIES



Footwear category faces solid growth potential

adidas Group to retain its strong position

Local manufacturers to elevate focus on footwear

#### CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## I would like to order

Product name: Apparel and Footwear in Egypt

Product link: <https://marketpublishers.com/r/AB488A81774EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB488A81774EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970