

# Apparel and Footwear in Saudi Arabia

<https://marketpublishers.com/r/A1D94FFF410EN.html>

Date: November 2023

Pages: 91

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

ID: A1D94FFF410EN

## Abstracts

Apparel and footwear is seeing both value and volume growth in Saudi Arabia in 2023, thanks to a variety of initiatives under the Saudi Vision 2030 programme. Within this, there are specific government initiatives supporting the apparel and footwear industry. For instance, under the Ministry of Culture, the Fashion Commission continues to encourage local apparel and footwear local brands towards global recognition, while further welcoming international brands through fashion shows and collaborat...

Euromonitor International's Apparel and Footwear in Saudi Arabia 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.

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Women's empowerment helps to support growth in womenswear – both in traditional

and modern garments

Fawaz Abdulaziz Al Hokair continues to lead womenswear, thanks to its ongoing developments – including a rebrand

E-commerce and physical shopping experiences continue to grow, hand-in-hand

#### PROSPECTS AND OPPORTUNITIES

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E-commerce and physical shopping experiences support sales across apparel overall

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The same cross-category Vision 2030 goals underpin developments in sportswear

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Al Hokair maintains its company lead in jeans by a tiny margin, with Hilfiger Denim pipping Hokair's Zara to the post in brand terms

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E-commerce lends itself well to hosiery and socks, due to high convenience and low brand loyalty

Al Bandar maintains its lead in the highly-fragmented category of hosiery, thanks to its

omnichannel strategies

## PROSPECTS AND OPPORTUNITIES

The same cross-category Vision 2030 goals underpin developments across apparel

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Women's empowerment drives demand for apparel accessories in the Kingdom, as category continues to normalise

Scarves remain popular due to local dress codes and scarves' ability to add an individual splash of colour

Al Hokair maintains its company lead in apparel accessories

## PROSPECTS AND OPPORTUNITIES

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Sustainability and athleisure are two trends to look out for

Overall Vision 2030 drivers are key trends across all apparel

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Omnichannel strategies are idea for footwear

Al Bandar's Max maintains its small brand lead, with sports brands hot on its heels

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Sports footwear expected to remain a key growth driver

Tourism and female empowerment offer growth potential

Overall Vision 2030 drivers are key trends across all apparel

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