

# Apparel Specialist Retailers in Saudi Arabia

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## Abstracts

Apparel specialist retailers benefited from the introduction of female shop assistants in the last two years of the review period. Previously, all shop assistants were male, which deterred many women from clothes shopping in the country, particularly when buying lingerie. However, from January 2012 all employees at lingerie retailers were required to be women. The Saudi government is also keen to reduce unemployment among Saudi women and thus encouraged apparel specialist retailers to employ...

Euromonitor International's Apparel Specialist Retailers in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**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 Specialist Retailers 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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Euromonitor International

May 2013

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