

# Childrenswear in Egypt

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## Abstracts

Childrenswear is facing the same economic issues as menswear and womenswear in 2023. Retail volume sales have decreased in 2023, due to the high costs of living and soaring childrenswear prices. The rising cost of living has forced parents to make cut backs on non-essential spending, including clothing for their children. The devaluation of the Egyptian pound has pushed consumers away from expensive imported apparel brands, with local brands becoming more attractive.

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

Get a detailed picture of the Childrenswear 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

Childrenswear in Egypt  
Euromonitor International  
November 2023  
List Of Contents And Tables  
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 1 Sales of Childrenswear by Category: Volume 2018-2023  
Table 2 Sales of Childrenswear by Category: Value 2018-2023  
Table 3 Sales of Childrenswear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Childrenswear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Childrenswear: % Value 2019-2023  
Table 6 LBN Brand Shares of Childrenswear: % Value 2020-2023  
Table 7 Forecast Sales of Childrenswear by Category: Volume 2023-2028  
Table 8 Forecast Sales of Childrenswear by Category: Value 2023-2028  
Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028  
Table 10 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

#### 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 11 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 Forecast Sales of Apparel and Footwear by Category: % Volume Growth  
2023-2028

Table 22 Forecast Sales of Apparel and Footwear by Category: % Value Growth  
2023-2028

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SOURCES

Summary 1 Research Sources

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