

# **Saudi Arabia Sportswear Market By Product Type (Shoes, Clothes), By End User (Men, Women, Kids), By Sales Channel (Online, Specialty Stores, Supermarkets/Hypermarkets, Others), By Region, Competition Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/SAF94BA4FB57EN.html>

Date: July 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: SAF94BA4FB57EN

## **Abstracts**

### Market Overview

The Saudi Arabia Sportswear Market was valued at USD 2.03 billion in 2024 and is projected to reach USD 2.61 billion by 2030, growing at a CAGR of 4.25% during the forecast period. This growth is largely attributed to the nation's increasing focus on health and fitness, which has transformed sportswear from traditional activewear into a lifestyle staple. The rise of athleisure has blurred the lines between workout apparel and everyday fashion, leading to a broader acceptance of sportswear across casual, social, and even professional settings. Government-led health campaigns, cultural shifts, and the impact of social media trends have encouraged more people—particularly the youth and working professionals—to embrace active living. As a result, the demand for versatile, stylish, and functional sportswear continues to expand, solidifying its role in both performance and fashion sectors.

### Key Market Drivers

#### Growing Health and Fitness Awareness

The surge in health consciousness among Saudi consumers is a key driver of sportswear market growth. Increasing participation in fitness activities such as gym workouts, running, and recreational sports has elevated the demand for apparel that supports performance and comfort. This trend is most notable among younger

demographics and urban professionals who are adopting health and wellness as part of their daily routine. With fitness becoming a cultural norm, consumers are looking for clothing that merges functionality with fashion, fueling the popularity of athleisure. The influence of fitness influencers, workout challenges, and wellness content on social media platforms has amplified this trend, making sportswear a statement of both lifestyle and identity. As health becomes a central part of modern living, sportswear that complements this shift is seeing sustained demand in the Saudi market.

## Key Market Challenges

### Cultural Sensitivities and Gender-Specific Preferences

Navigating cultural expectations remains a significant challenge in the Saudi sportswear market, especially when designing for female consumers. While there have been progressive reforms encouraging women's participation in fitness and sports, traditional norms around modesty continue to influence apparel choices. Many international sportswear brands face challenges in adapting their global designs to suit local preferences for more conservative attire. This necessitates the development of full-coverage, loose-fitting, and breathable garments that still deliver on athletic performance. Brands entering the market must ensure product innovation aligns with cultural values while also offering variety and comfort. Successfully addressing these gender-specific preferences requires thoughtful design, inclusive marketing, and a deep understanding of local sensitivities.

## Key Market Trends

### Increasing Demand for Modest Sportswear

A notable trend shaping the Saudi sportswear market is the rising popularity of modest activewear. As more Saudi women engage in fitness routines, there is growing demand for sportswear that provides coverage without compromising on performance. Products like long-sleeved tops, high-waisted loose-fit pants, sports hijabs, and full-length tunics are gaining traction. These garments are crafted using modern, breathable, and stretchable fabrics to offer both modesty and functionality. This evolution is influencing the broader fashion and retail ecosystem, prompting brands to diversify their collections and incorporate modest styles into mainstream offerings. Additionally, marketing campaigns now feature greater representation and inclusivity, reflecting the evolving consumer landscape. The demand for modest sportswear is further supported by

government policies promoting female empowerment and active lifestyles, cementing its place as a transformative force within the market.

### Key Market Players

DRH Sports

Formative Sports

Flush Fashion KSA

Magic Sports

Nayef Sports

Jadawel International Group

Sportone

AAA Sports

Al-Othaim Markets

Ajlan & Brothers

### Report Scope:

In this report, the Saudi Arabia Sportswear Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Saudi Arabia Sportswear Market, By Product Type:

Shoes

Clothes

Saudi Arabia Sportswear Market, By End User:

Men

Women

Kids

Saudi Arabia Sportswear Market, By Sales Channel:

Online

Specialty Stores

Supermarkets/Hypermarkets

Others

Saudi Arabia Sportswear Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Sportswear Market.

Available Customizations:

Saudi Arabia Sportswear Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. SAUDI ARABIA SPORTSWEAR MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Shoes, Clothes)

5.2.2. By End User (Men, Women, Kids)

5.2.3. By Sales Channel (Online, Specialty Stores, Supermarkets/Hypermarkets, Others)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. SAUDI ARABIA SHOES MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By End User

6.2.2. By Sales Channel

# 7. SAUDI ARABIA CLOTHES MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By End User

7.2.2. By Sales Channel

# 8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

# 9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

# 10. PORTERS FIVE FORCES ANALYSIS

10.1. Competition in the Industry

- 10.2. Potential of New Entrants
- 10.3. Power of Suppliers
- 10.4. Power of Customers
- 10.5. Threat of Substitute Products

## **11. SAUDI ARABIA ECONOMIC PROFILE**

## **12. POLICY & REGULATORY LANDSCAPE**

## **13. COMPETITIVE LANDSCAPE**

- 13.1. Company Profiles
  - 13.1.1. DRH Sports
    - 13.1.1.1. Business Overview
    - 13.1.1.2. Company Snapshot
    - 13.1.1.3. Products & Services
    - 13.1.1.4. Financials (As Per Availability)
    - 13.1.1.5. Key Market Focus & Geographical Presence
    - 13.1.1.6. Recent Developments
    - 13.1.1.7. Key Management Personnel
  - 13.1.2. Formative Sports
  - 13.1.3. Flush Fashion KSA
  - 13.1.4. Magic Sports
  - 13.1.5. Nayef Sports
  - 13.1.6. Jadawel International Group
  - 13.1.7. Sportone
  - 13.1.8. AAA Sports
  - 13.1.9. Al-Othaim Markets
  - 13.1.10. Ajlan & Brothers

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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