

# **Middle East & Africa Workwear Market to 2028 – COVID-19 Impact and Regional Analysis – by Product Type (Topwear, Bottomwear, and Coveralls), Category (Men, Women, and Unisex), End Use (Construction, Oil and Gas, Chemicals, Healthcare, and Others), and Distribution Channel (Wholesalers, Supermarkets and Hypermarkets, Specialty Stores, and Online Platforms)**

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## **Abstracts**

The Middle East & Africa workwear market is expected to grow from US\$ 1,251.07 million in 2022 to US\$ 1,722.26 million by 2028. It is estimated to grow at a CAGR of 5.5% from 2022 to 2028.

### **Increasing Product Innovation with Latest Technologies Fuels Middle East & Africa Workwear Market**

The workwear industry is constantly innovating, driven by changes in the market, and the rising trend of technological innovation supports the growth. The rise in demand for lighter protective apparel and equipment due to the increasing focus on comfort, safety, and durability is anticipated to drive the market in the region. The key producers are continually seeking ways to increase efficiency, boost quality, and increase their overall productivity. They are incorporating better properties in their fabric, along with enhanced breathability, to improve the wearer's comfort and prevent hazards in workplaces. Also, the growing need for lighter workwear has driven the innovations in textiles and ultimately led to garment design modifications. For instance, DuPont Kevlar is continually encouraging innovations in thermal and mechanical protection that are revolutionizing personal protective equipment (PPE) for hand protection.

Moreover, companies operating in the healthcare Middle East & Africa workwear market are developing new and innovative reusable personal protective equipment to decrease medical waste and the overall cost of PPE. For instance, in July 2020, Loyal Textile Mills Limited introduced the Viral Shield, a new line of reusable PPE, masks, and protective clothing range to protect from anti-microbial activity, particularly against the SARS-CoV-2 virus. Thus, increasing product innovation with new technology by various key manufacturers is emerging as a significant trend in the overall Middle East & Africa workwear market.

### Middle East & Africa Workwear Market Overview

The Middle East & Africa workwear market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The growth of the workwear industry majorly aids the increasing use of workwear in the Middle East region. The Middle East & Africa workwear market for this region is experiencing rapid development with the growth of markets such as Dubai, Abu Dhabi, and Iran. The high incidence of accidents in the workplace, increasing non-communicable and chronic diseases due to toxic environment in the factory, increasing cost of treatment, and rising penetration of health insurance are critical factors spurring the growth of the Middle East & Africa workwear market in the region. Many end-user industries are investing in workplace safety and have made mandatory use of safety coveralls, jackets, and anti-flame resistance & insulated workwear at the workplace. Also, the manufacturers are readily opting for workwear as it has a longer shelf life, promotes durability, and safety to workforces, and helps minimize health risks, driving its popularity among the working population in the Middle East & Africa. The factors mentioned above support the growth of the Middle East & Africa workwear market.

Exhibit: Middle East & Africa Workwear Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Workwear Market Segmentation

Middle East & Africa workwear market is segmented into product type, category, end use, distribution channel, and country.

Based on product type, the Middle East & Africa workwear market is segmented into top wear, bottom wear, and coveralls. The topwear segment held the largest share of the Middle East & Africa workwear market in 2022.

Based on category, the Middle East & Africa workwear market is segmented into men, women, and unisex. The men segment held the largest share of the Middle East & Africa workwear market in 2022.

Based on end use, the Middle East & Africa workwear market is segmented into construction, oil and gas, chemicals, healthcare, and others. The others held the largest share of the Middle East & Africa workwear market in 2022.

Based on distribution channel, the Middle East & Africa workwear market is segmented into the wholesalers, supermarkets and hypermarkets, specialty stores, and online platforms. The wholesalers held the largest share of the Middle East & Africa workwear market in 2022.

Based on country, the Middle East & Africa workwear market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the share of the Middle East & Africa workwear market in 2022.

3M; Alisco Group; Honeywell International Inc.; and Lakeland Industries Inc. are the leading companies operating in the Middle East & Africa workwear market.

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