

Hosiery in Saudi Arabia

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Non-sheer hosiery benefits from sports and athleisure trends
- 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
- Growing numbers of women in the workplace could boost hosiery sales
- Active lifestyles set to be a driver for sports hosiery

CATEGORY DATA

- Table 1 - Sales of Hosiery by Category: Volume 2018-2023
- Table 2 - Sales of Hosiery by Category: Value 2018-2023
- Table 3 - Sales of Hosiery by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Hosiery by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Hosiery: % Value 2019-2023
- Table 6 - LBN Brand Shares of Hosiery: % Value 2020-2023
- Table 7 - Forecast Sales of Hosiery by Category: Volume 2023-2028
- Table 8 - Forecast Sales of Hosiery by Category: Value 2023-2028
- Table 9 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Apparel and Footwear in Saudi Arabia - Industry Overview

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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