

Apparel and Footwear in Saudi Arabia

November 2023

Table of Contents

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

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce and BNPL options help to support essential category of childrenswear

Sports trends in line with Vision 2030 set to influence apparel for children

Al Bander Trading maintains its lead thanks to its strong brands, omnichannel strategies, and stable prices

PROSPECTS AND OPPORTUNITIES

Vision goals underpin developments across all apparel

Sustainability trends see specific opportunities in childrenswear

Tourism remains a key goal in the Vision 2030

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Women's empowerment drives demand for apparel accessories in the Kingdom, as category continues to normalise

Scarves remain popular due to local dress codes and scarves' ability to add an individual splash of colour

Al Hokair maintains its company lead in apparel accessories

PROSPECTS AND OPPORTUNITIES

Vision 2030 offers several avenues for growth, in cross-category trend

Sustainability and athleisure are two trends to look out for

Overall Vision 2030 drivers are key trends across all apparel

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023

Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023

Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unisex streetwear continues to grow in popularity in men's fashion

adidas continues to lead menswear, thanks to the KSA's promotion of sporting events and activities

E-commerce and physical shopping experiences support sales across apparel overall

PROSPECTS AND OPPORTUNITIES

Vision goals will continue to support apparel over the forecast period

Sustainability trends will drive forward progress of fashion as a whole

Tourism remains an important factor to boost overall economic development

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023

Table 34 - Sales of Menswear by Category: Value 2018-2023

Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023

Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Menswear: % Value 2019-2023

Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023

Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
 Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028
 Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028
 Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
 Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Women's empowerment helps to support growth in womenswear – both in traditional and modern garments
 Fawaz Abdulaziz Al Hokair continues to lead womenswear, thanks to its ongoing developments – including a rebrand
 E-commerce and physical shopping experiences continue to grow, hand-in-hand

PROSPECTS AND OPPORTUNITIES

Ongoing government initiatives will continue to support the fashion industry
 Sustainability trends set to influence the fashion industry in the KSA
 Booming tourism in line with the Saudi Vision will help to stimulate sales in apparel over the forecast period

CATEGORY DATA

Table 51 - Sales of Womenswear by Category: Volume 2018-2023
 Table 52 - Sales of Womenswear by Category: Value 2018-2023
 Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023
 Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023
 Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023
 Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023
 Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
 Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
 Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
 Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
 Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
 Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
 Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023
 Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
 Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028
 Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028
 Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
 Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans continues to be a stable category in the Kingdom
 Al Hokair maintains its company lead in jeans by a tiny margin, with Hilfiger Denim pipping Hokair's Zara to the post in brand terms
 Omnichannel strategies and the rise in second-hand "must-have" brands influence jeans

PROSPECTS AND OPPORTUNITIES

The same cross-category Vision 2030 goals underpin developments across apparel
 Keeping an eye on sustainable developments in jeans
 Stability of jeans set to continue over the forecast period and beyond

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023

Table 70 - Sales of Jeans by Category: Value 2018-2023

Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023

Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023

Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 74 - Sales of Men's Jeans by Category: Value 2018-2023

Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023

Table 78 - Sales of Women's Jeans by Category: Value 2018-2023

Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Jeans: % Value 2019-2023

Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023

Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028

Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028

Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in Saudi Arabia

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 95 - Sales of Hosiery by Category: Volume 2018-2023

Table 96 - Sales of Hosiery by Category: Value 2018-2023

Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023

Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023

Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023

Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028

Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Trends seen in sportswear also influence footwear

Omnichannel strategies are idea for footwear

Al Bandar's Max maintains its small brand lead, with sports brands hot on its heels

PROSPECTS AND OPPORTUNITIES

Sports footwear expected to remain a key growth driver

Tourism and female empowerment offer growth potential

Overall Vision 2030 drivers are key trends across all apparel

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023

Table 106 - Sales of Footwear by Category: Value 2018-2023

Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 109 - NBO Company Shares of Footwear: % Value 2019-2023

Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 111 - Distribution of Footwear by Format: % Value 2018-2023

Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sporty Vision 2030 goals support the ongoing performance of sportswear

JD Sports expands to Saudi Arabia through ten-year franchise agreement

The top global brands maintain their strong places in sportswear, with adidas holding the lead

PROSPECTS AND OPPORTUNITIES

The same cross-category Vision 2030 goals underpin developments in sportswear

Athleisure trends look set to continue, thanks to offering comfort and style

Omnichannel strategies set to lead to success, as retail competition set to be heightened by arrival of JD Sports

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023

Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 120 - Distribution of Sportswear by Format: % Value 2018-2023

Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

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