

Jeans in Saudi Arabia

November 2023

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Jeans in Saudi Arabia - Category analysis

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

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