

Apparel and Footwear Specialists in Saudi Arabia

March 2024

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Apparel and Footwear Specialists in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apparel and footwear thriving in Saudi Arabia

International brands seek to increase their presence in the country

Shopping malls evolve presenting new opportunities for apparel and footwear specialists

PROSPECTS AND OPPORTUNITIES

Vision 2030 plans and investments point towards a bright future for apparel and footwear specialists

Saudi Arabia to promote local fashion as part of its Vision 2030 strategy

E-commerce set to play an increasingly important role in the future of apparel and footwear in Saudi Arabia

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E-commerce thriving as retailers continue to invest in an omnichannel approach

Retailers adopt personalised marketing strategies

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OPERATING ENVIRONMENT

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Back to school

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