

# Childrenswear in Saudi Arabia

November 2023

Table of Contents

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