



**Euromonitor
International**

Womenswear in Saudi Arabia

February 2026

Table of Contents

Womenswear in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Womenswear adapts to diverse needs and budgets

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Rising female income drives premium womenswear sales

Chart 3 - Shein Strengthens Its Role in Saudi Womenswear as Market Polarisation Deepens

Saudi Arabia's economic growth fuels womenswear innovation

Sustainability and inclusivity shape womenswear trends

Chart 4 - Saudi Arabia Champions Sustainable Fashion with Emerging Startups and Luxury Design

WHAT'S NEXT?

Rising demand for sustainable womenswear

Chart 5 - Saudi Arabia's Economic Growth To Drive Evolution in Womenswear Fashion

Women's outerwear and older age groups offer growth potential

Digitalisation to drive business growth

COMPETITIVE LANDSCAPE

Landmark Group maintains lead through omnichannel strategies

E-commerce players are playing a growing role

CHANNELS

Apparel and footwear specialists dominate womenswear sales

New entrants and collaborations to shape future sales

E-commerce gains traction with convenience and variety

PRODUCTS

Modest fashion drives versatile and culturally relevant designs

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Steady growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers drive demand for affordable and premium products

Chart 8 - Market Polarisation Shapes Apparel and Footwear Sales in Saudi Arabia

Eco-friendly and inclusive products drive sales growth

Chart 9 - Sustainability and Inclusivity Drive Growth in Saudi Arabia's Fashion

Travel and tourism yields versatile and culturally appropriate designs

Chart 10 - Travel, Tourism, and Vision 2030 Shape Apparel and Footwear Trends in Saudi Arabia

WHAT'S NEXT?

Brands to focus on affordability to drive sales

Sustainability and inclusivity become mainstream priorities

Digital retail continues to fuel market growth

COMPETITIVE LANDSCAPE

Leading companies maintain dominance through strategic initiatives

Strategic partnerships and digital expansion to support market growth

CHANNELS

Apparel and footwear specialists drive offline retail sales

Digital channels and engagement fuel market growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Saudi Arabia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Saudi Arabia 2025

Chart 14 - Consumer Landscape in Saudi Arabia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/womenswear-in-saudi-arabia/report.