

**Sportswear in Saudi Arabia**

Market Direction | 2023-01-05 | 18 pages | Euromonitor

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**Report description:**

The government's focus on developing sports in Saudi Arabia is driving strong demand for sportswear in the Kingdom. Furthermore, sportswear is increasingly preferred since it is seen to be comfortable and appealing especially among generation Z.

Euromonitor International's Sportswear in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Sportswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sports development continues to support sportswear

Entertainment and Tourism supports growth

Global brands continue to dominate sales of sportswear as FILA enters the market

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