

Childrenswear in the United Arab Emirates

Market Direction | 2023-11-14 | 19 pages | Euromonitor

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Report description:

In the past, luxury brands often imported their marketing strategies directly from their European headquarters to the United Arab Emirates. However, the pandemic underscored the significance of localising marketing efforts, as the consumer base played a pivotal role in sustaining the luxury industry. In 2023, many luxury brands developed marketing campaigns that focused on Ramadan, the holy month in Islam, known for gift-giving, especially to children. Ramadan 2023, following the lifting of COVI...

Euromonitor International's Childrenswear in United Arab Emirates 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

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Growing trend towards sustainability, especially among younger parents

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