

Sportswear in Saudi Arabia

Market Direction | 2023-11-23 | 18 pages | Euromonitor

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Report description:

Sporting activities are a large part of the Saudi Vision 2030, and we are seeing this influence trends in sportswear and sports-inspired apparel and footwear, particularly so in menswear and increasingly so in childrenswear and womenswear. Notably, the Vision's Quality of Life Program aims to increase the number of people exercising at least once a week to 40%, and it is cited that mass participation in sports by both men and women rose from 13% in 2015 to almost 50% in 2022. Strategies include...

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.

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JD Sports expands to Saudi Arabia through ten-year franchise agreement

The top global brands maintain their strong places in sportswear, with adidas holding the lead

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The same cross-category Vision 2030 goals underpin developments in sportswear

Athleisure trends look set to continue, thanks to offering comfort and style

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