

Menswear in Saudi Arabia

Market Direction | 2024-12-06 | 28 pages | Euromonitor

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Report description:

Local streetwear is rapidly expanding in Saudi Arabia's menswear market, driven by brands like 1886, Not Boring, and Anonymous, which have resonated strongly with Gen Z consumers. These brands tap into the desire for self-expression, offering a variety of on-trend designs across of tee-shirts, hoodies, jackets, shorts, sweatpants, and accessories. Given that young people under 30 make up 63% of Saudi Arabia's population (according to the Saudi Statistics Authority), these brands are well positio...

Euromonitor International's Menswear 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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Rising popularity of streetwear among young Gen Zs
Traditional attire continues to reflect cultural identity, amid global fashion trends
Adidas maintains its leading position

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