

## **Womenswear in Saudi Arabia**

Market Direction | 2024-12-06 | 31 pages | Euromonitor

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### **Report description:**

Women's empowerment in Saudi Arabia, aligned with the objectives of Vision 2030, is driving growth in the womenswear market. The government is making significant strides in enhancing women's rights, improving support systems, and expanding professional opportunities across various sectors. Princess Reema, a prominent advocate for women's rights and empowerment in Saudi Arabia, is a key figure in driving this initiative. Princess Reema serves as the Chair of Kayanee, the women's lifestyle company...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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## Table of Contents:

Womenswear in Saudi Arabia

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List Of Contents And Tables

### WOMENSWEAR IN SAUDI ARABIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Women's empowerment and evolving fashion trends drive growth

Retail landscape continues to evolve with collaborations supporting international brands

Cenomi Retail continues to lead womenswear

#### PROSPECTS AND OPPORTUNITIES

Rise of female empowerment will foster further growth

Expected boom in tourism will drive sales

Sustainability will have positive impact on the market

#### CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2019-2024

Table 2 Sales of Womenswear by Category: Value 2019-2024

Table 3 Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Womenswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Womenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024

Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 15 □Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 16 □Forecast Sales of Womenswear by Category: Value 2024-2029

Table 17 □Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

### APPAREL AND FOOTWEAR IN SAUDI ARABIA

#### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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