



Euromonitor
International

Apparel and Footwear in Saudi Arabia

February 2026

Table of Contents

Apparel and Footwear in Saudi Arabia

EXECUTIVE SUMMARY

Steady growth in apparel and footwear

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers drive demand for affordable and premium products

Chart 3 - Market Polarisation Shapes Apparel and Footwear Sales in Saudi Arabia

Eco-friendly and inclusive products drive sales growth

Chart 4 - Sustainability and Inclusivity Drive Growth in Saudi Arabia's Fashion

Travel and tourism yields versatile and culturally appropriate designs

Chart 5 - Travel, Tourism, and Vision 2030 Shape Apparel and Footwear Trends in Saudi Arabia

WHAT'S NEXT?

Brands to focus on affordability to drive sales

Sustainability and inclusivity become mainstream priorities

Digital retail continues to fuel market growth

COMPETITIVE LANDSCAPE

Leading companies maintain dominance through strategic initiatives

Strategic partnerships and digital expansion to support market growth

CHANNELS

Apparel and footwear specialists drive offline retail sales

Digital channels and engagement fuel market growth

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Saudi Arabia 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Saudi Arabia 2025

Chart 9 - Consumer Landscape in Saudi Arabia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Saudi Arabia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for stylish and practical childrenswear

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Steady growth driven by youthful population and changing consumer habits

Sustainability initiatives reshape childrenswear design

Chart 12 - Sustainability and Inclusivity Reshape Saudi Arabia's Fashion Industry in 2025

Travel and tourism drives demand for versatile childrenswear

Chart 13 - Travel-Driven Fashion in Saudi Arabia: Versatility, Comfort, and Sustainability

WHAT'S NEXT?

Robust outlook driven by demographic trends and active lifestyles

Busy parents to drive e-commerce growth

Chart 14 - Affordable Online Fast-Fashion Redefines Childrenswear in Saudi Arabia in 2025

Sustainability to drive decision-making with eco-friendly apparel

COMPETITIVE LANDSCAPE

Al Bandar Trading Co maintains lead in childrenswear with strong presence

Cenomi Retail's strategic partnership to drive expansion

CHANNELS

Apparel and footwear specialists dominate childrenswear sales

E-commerce gains traction reflecting market polarisation

COUNTRY REPORTS DISCLAIMER

[Apparel Accessories in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demands of working women and tourists fuel sales growth

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Rising living costs drives market polarisation

Travel and tourism drives demand for versatile accessories

Technological innovations enhance design and manufacturing

Chart 17 - Market Polarisation Reshapes Apparel Accessories in Saudi Arabia in 2025

Chart 18 - AI and Tech Innovation Injects Growth To Saudi Arabia's Apparel Accessories Market

Chart 19 - Travel-Inspired Design Drives Innovation in Apparel Accessories

WHAT'S NEXT?

Women's empowerment and tourism drive demand for stylish accessories

Saudi tourism to be major growth driver

Local designers and focus on sustainability to reshape the market landscape

COMPETITIVE LANDSCAPE

Landmark Group and Cenomi Retail lead fragmented landscape

Cenomi Retail's strategic alliance drives growth and expansion

CHANNELS

Apparel and footwear specialists dominate offline sales

Retail e-commerce gains traction with convenience and price comparison

COUNTRY REPORTS DISCLAIMER

[Menswear in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vision 2030 encourages investment and innovation

Chart 20 - Key Trends 2025

Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Sustainability is a key trend shaping menswear

Chart 22 - Driving Change: Sustainability and Inclusivity Transforms Menswear

Travel and tourism supports menswear sales

Chart 23 - Travel and Tourism Spearheads Growth in Menswear

Emerging local brands embrace needs of Gen Z

Chart 24 - Local Designers Drive Momentum in Saudi Menswear Targeting Gen Z

WHAT'S NEXT?

Local designers and sustainability drive menswear growth

Men's outerwear to focus on sustainable and cultural innovations

Fastest growth in men's swimwear driven by tourism and lifestyle changes

COMPETITIVE LANDSCAPE

adidas strengthens lead with strategic partnerships and innovation

Cenomi Retail's new strategic shareholder aids development

CHANNELS

Apparel and footwear specialists dominate menswear sales

E-commerce gains traction in menswear

COUNTRY REPORTS DISCLAIMER

[Womenswear in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Womenswear adapts to diverse needs and budgets

Chart 25 - Key Trends 2025

Chart 26 - Analyst Insight

INDUSTRY PERFORMANCE

Rising female income drives premium womenswear sales

Chart 27 - Shein Strengthens Its Role in Saudi Womenswear as Market Polarisation Deepens

Saudi Arabia's economic growth fuels womenswear innovation

Sustainability and inclusivity shape womenswear trends

Chart 28 - Saudi Arabia Champions Sustainable Fashion with Emerging Startups and Luxury Design

WHAT'S NEXT?

Rising demand for sustainable womenswear

Chart 29 - Saudi Arabia's Economic Growth To Drive Evolution in Womenswear Fashion

Women's outerwear and older age groups offer growth potential

Digitalisation to drive business growth

COMPETITIVE LANDSCAPE

Landmark Group maintains lead through omnichannel strategies

E-commerce players are playing a growing role

CHANNELS

Apparel and footwear specialists dominate womenswear sales

New entrants and collaborations to shape future sales

E-commerce gains traction with convenience and variety

PRODUCTS

Modest fashion drives versatile and culturally relevant designs

COUNTRY REPORTS DISCLAIMER

[Jeans in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Brands respond to growing demands for economy and premium jeans

Chart 30 - Key Trends 2025

Chart 31 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury and mass-market jeans drive sales growth

Chart 32 - Market Polarisation: Demin Is Luxury Statement and Mass-Market Essential

Travel boom drives demand for versatile and performance-oriented jeans

Chart 33 - Destination Denim: Saudi's Travel Boom Redefines Jeans for the Modern Traveller

Investments in sustainability and digital transformation to shape future

WHAT'S NEXT?

Affluent consumers and value-seeking shoppers drive sales

Standard jeans to maintain strong position despite polarisation

Sustainability and travel shapes future demand

COMPETITIVE LANDSCAPE

Cenomi Retail maintains lead through strategic partnerships and operational excellence

Levi's boosts share as challenger brands gain traction

Chart 34 - Emerging Local Brands Disrupt Saudi Denim Hierarchy, Challenging Global Incumbents

CHANNELS

Apparel and footwear specialists drive offline sales

E-commerce growth accelerates through convenience and flexibility

COUNTRY REPORTS DISCLAIMER

[Hosiery in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for hosiery boosted by travel and active lifestyles

Chart 35 - Key Trends 2025

Chart 36 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers seek affordable hosiery due to economic constraints

Inbound travel and athleisure trends drive innovation in design

Chart 37 - Inbound Travel Drive Demand for Versatile Hosiery

Sustainability and inclusivity shape consumer preferences

Chart 38 - Active Lifestyles and Sports Trends Boost Hosiery Demand

WHAT'S NEXT?

Strong growth driven by athleisure and sustainability trends
Sportswear and athleisure trends to drive hosiery sales
Sustainability drives innovation and growth in hosiery

COMPETITIVE LANDSCAPE

Al Bandar Trading Co maintains lead through diversified offerings
Al Futtaim Group acquires major stake in Cenomi Retail

CHANNELS

Apparel and footwear specialists drive offline sales
E-commerce gains traction with convenience and price comparison
Chart 39 - Market Polarisation and E-Commerce Shape Hosiery Sales in Saudi Arabia, 2025

COUNTRY REPORTS DISCLAIMER

[Footwear in Saudi Arabia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Footwear sales driven by demand for quality, comfort and sustainable products
Chart 40 - Key Trends 2025
Chart 41 - Analyst Insight

INDUSTRY PERFORMANCE

Rising disposable incomes drive sales
Market polarisation influences brand strategies
Chart 42 - Market Polarisation Shapes Consumer Behaviour and Brand Strategies
Innovation and sustainability drive business growth
Chart 43 - Sustainability and Inclusivity Drives Innovation in Saudi Footwear
Travel and tourism drives versatile footwear innovation
Chart 44 - Travel and Tourism Fuels Footwear Innovation in Saudi Arabia

WHAT'S NEXT?

Rising incomes and active lifestyles to fuel growth
Women's footwear leads growth with premium and versatile options
Sustainable practices and innovation to yield competitive advantage

COMPETITIVE LANDSCAPE

Al Bandar Trading Co maintains lead through strong retail presence
New entrants and strategic partnerships reshape competitive landscape

CHANNELS

Apparel and footwear specialists drive offline sales growth
Retail e-commerce gains traction with convenience and price comparison
Emerging retail concepts focus on experiential retail and sustainability

PRODUCTS

Birkenstock sets precedent with cultural heritage campaign

COUNTRY REPORTS DISCLAIMER

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sportswear market thrives amid economic and digital transformation

Chart 45 - Key Trends 2025

Chart 46 - Analyst Insight

INDUSTRY PERFORMANCE

Premium brands and e-commerce drive sportswear sales

Chart 47 - Market Polarisation Shapes Saudi Sportswear in 2025

Sustainability and inclusivity emerge as key growth drivers

Chart 48 - Sustainability and Inclusivity Drive Growth in Saudi Arabia's Sportswear Market

Tourism and major events drive demand for versatile sportswear

Chart 49 - Tourism and Vision 2030 Fuel Demand for Versatile Sportswear in Saudi Arabia

WHAT'S NEXT?

Economic initiatives and active lifestyles set to drive growth

Sports apparel remains dominant subcategory

Digital transformation and omnichannel strategies will shape future development

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation

Emerging players and trends shape future growth

CHANNELS

Offline retail channels lead sportswear sales through comprehensive product offerings

Retail e-commerce grows as a significant distribution channel

Emerging retail concepts focus on immersive experiences and sustainability

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-saudi-arabia/report.