



Hosiery in Egypt

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Hosiery drives growth as affordability and fashion trends drive demand

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Hosiery in Egypt grows on affordability amid economic pressure

Non-sheer hosiery drives sales through comfort and affordability

Market polarisation shapes consumer buying habits in hosiery

Chart 2 - Sham Stock Counterfeit Trendy Socks

WHAT'S NEXT?

Non-sheer hosiery is expected to remain the leading category despite slow growth

Growth for sheer hosiery is set to be driven by social media and fashion trends

Sustainability is set to become a growth driver as consumers demand environmentally conscious products

COMPETITIVE LANDSCAPE

Samakiea Co leads hosiery with a strong brand portfolio and distribution

Challenger DTC brands reshape competition in Egypt's hosiery market

Chart 3 - DTC brand Soul of Socks Offers Competitive Priced Products

CHANNELS

Physical stores remain the preferred retail channel despite growth for retail e-commerce

Retail e-commerce drives competition by offering consumers unique benefits

PRODUCTS

Solotex drives innovation through sustainability, quality and unique designs

Chart 4 - Solotex is Weaving Egyptian Quality into a Global Brand

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

Economic pressures and consumer shifts shape apparel and footwear in Egypt

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Economic pressures drive market polarisation across apparel and footwear

Scroll Cairo capitalises on market polarisation with affordable replicas

Chart 7 - Scroll Cairo Offers Affordable Replicas to Attract a Wide Consumer Base

The rise of circular fashion challenges sales of apparel and footwear

WHAT'S NEXT?

Egypt's emergence as a global apparel manufacturing hub is set to support growth

Digital platforms are expected to reshape consumer behaviour and drive sales

Technological advancements and changing consumer preferences are set to drive growth

COMPETITIVE LANDSCAPE

Local brands gain share in 2025 as incumbents face challenges

Chart 8 - Loom Enhancing Local Brand Accessibility and Consumer Connection

Strategic adaptations and digital engagement maintain market leadership

CHANNELS

Apparel and footwear specialists lead as many consumers prefer in-person shopping

Retail e-commerce gains traction with fast delivery and secure payments

PRODUCTS

Local brands and sustainable models drive product innovation

Chart 9 - Second Bloom Redefining Sustainable Secondhand Retail

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Egypt 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Egypt 2025

Chart 13 - Consumer Landscape in Egypt 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/hosiery-in-egypt/report.