



Euromonitor
International

Childrenswear in Egypt

February 2026

Table of Contents

Childrenswear in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Childrenswear records value growth during falling volume sales

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Economic pressures drive a decline in sales volume for childrenswear

Local brands thrive in challenging economic conditions

Chart 3 - Fly N Sky One-Stop Destination for Local Kidswear

Resale and rental platforms gain traction among Egyptian consumers

Chart 4 - Snails is Giving New Life to Kids Clothing

WHAT'S NEXT?

Local brands and retail e-commerce are set to drive growth despite economic challenges

Girls' apparel is expected to grow as K-pop and K-drama influence fashions

Technology and sustainability are expected to shape future business strategies

COMPETITIVE LANDSCAPE

Tema Retail EG SAE succeeds with value-driven strategy and promotions

Sustainability and social commerce drive new competition

CHANNELS

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

Retail e-commerce gains traction with young consumers

Price sensitivity and digital channels are transforming retail in childrenswear

PRODUCTS

Challenger brands disrupt traditional retail channels

Chart 5 - L&D Kids Wear Offers Ethical and Affordable Egyptian Products

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 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Economic pressures drive market polarisation across apparel and footwear

Scroll Cairo capitalises on market polarisation with affordable replicas

Chart 8 - 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 9 - 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 10 - Second Bloom Redefining Sustainable Secondhand Retail

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Egypt 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Egypt 2025

Chart 14 - 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/childrenswear-in-egypt/report.