



# Apparel and Footwear in Saudi Arabia

November 2023

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## Apparel and Footwear in Saudi Arabia

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### DISCLAIMER

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 E-commerce lends itself well to hosiery and socks, due to high convenience and low brand loyalty  
 Al Bandar maintains its lead in the highly-fragmented category of hosiery, thanks to its omnichannel strategies

#### PROSPECTS AND OPPORTUNITIES

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Omnichannel strategies are idea for footwear  
Al Bandar's Max maintains its small brand lead, with sports brands hot on its heels

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## Sportswear in Saudi Arabia

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Sporty Vision 2030 goals support the ongoing performance of sportswear  
JD Sports expands to Saudi Arabia through ten-year franchise agreement  
The top global brands maintain their strong places in sportswear, with adidas holding the lead

#### PROSPECTS AND OPPORTUNITIES

The same cross-category Vision 2030 goals underpin developments in sportswear  
Athleisure trends look set to continue, thanks to offering comfort and style  
Omnichannel strategies set to lead to success, as retail competition set to be heightened by arrival of JD Sports

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