

Jeans in Saudi Arabia

November 2023

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Jeans in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Jeans continues to be a stable category in the Kingdom

Al Hokair maintains its company lead in jeans by a tiny margin, with Hilfiger Denim pipping Hokair's Zara to the post in brand terms

Omnichannel strategies and the rise in second-hand "must-have" brands influence jeans

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