

# Apparel Accessories in Saudi Arabia

November 2023

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## Apparel Accessories in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Women's empowerment drives demand for apparel accessories in the Kingdom, as category continues to normalise  
Scarves remain popular due to local dress codes and scarves' ability to add an individual splash of colour  
Al Hokair maintains its company lead in apparel accessories

#### PROSPECTS AND OPPORTUNITIES

Vision 2030 offers several avenues for growth, in cross-category trend  
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