

# Womenswear in Saudi Arabia

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Women's empowerment helps to support growth in womenswear – both in traditional and modern garments  
Fawaz Abdulaziz Al Hokair continues to lead womenswear, thanks to its ongoing developments – including a rebrand  
E-commerce and physical shopping experiences continue to grow, hand-in-hand

### PROSPECTS AND OPPORTUNITIES

Ongoing government initiatives will continue to support the fashion industry  
Sustainability trends set to influence the fashion industry in the KSA  
Booming tourism in line with the Saudi Vision will help to stimulate sales in apparel over the forecast period

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