



# Apparel and Footwear Specialists in Saudi Arabia

March 2024

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## Apparel and Footwear Specialists in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apparel and footwear thriving in Saudi Arabia

International brands seek to increase their presence in the country

Shopping malls evolve presenting new opportunities for apparel and footwear specialists

#### PROSPECTS AND OPPORTUNITIES

Vision 2030 plans and investments point towards a bright future for apparel and footwear specialists

Saudi Arabia to promote local fashion as part of its Vision 2030 strategy

E-commerce set to play an increasingly important role in the future of apparel and footwear in Saudi Arabia

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Retailers adopt personalised marketing strategies

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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National day

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