



**Euromonitor  
International**

# Jeans in Saudi Arabia

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Jeans complement streetwear trend
- Cenomi Retail continues to lead the jeans market, supported by Inditex portfolio
- Rise of e-commerce boosts demand for jeans, driven by digital innovation and flexible payment options

PROSPECTS AND OPPORTUNITIES

- Strong economy and streetwear trend will foster growth for jeans
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- Retail landscape for jeans will continue to evolve

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