



Sportswear in Saudi Arabia

November 2023

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Sportswear in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sporty Vision 2030 goals support the ongoing performance of sportswear
JD Sports expands to Saudi Arabia through ten-year franchise agreement
The top global brands maintain their strong places in sportswear, with adidas holding the lead

PROSPECTS AND OPPORTUNITIES

The same cross-category Vision 2030 goals underpin developments in sportswear
Athleisure trends look set to continue, thanks to offering comfort and style
Omnichannel strategies set to lead to success, as retail competition set to be heightened by arrival of JD Sports

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