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Womenswear in the United Arab Emirates

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Impact of Islamic culture on women's fashion trends
- Sustainability gains traction through circular economy
- "Mall" culture is strong in the United Arab Emirates, but e-commerce sales are rising

PROSPECTS AND OPPORTUNITIES

- Limited-edition Dubai merchandise sought by tourists
- Sustainability to become key in "slow luxury" womenswear
- E-commerce sales will continue to grow but so will number of returns

CATEGORY DATA

- Table 1 - Sales of Womenswear by Category: Volume 2019-2024
- Table 2 - Sales of Womenswear by Category: Value 2019-2024
- Table 3 - Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Womenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 7 - NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 9 - NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 11 - NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 13 - NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 14 - LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 15 - Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 16 - Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

Apparel and Footwear in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

- Apparel and footwear in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for apparel and footwear?

MARKET DATA

- Table 19 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 25 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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