



**Euromonitor  
International**

# Apparel and Footwear in Middle East and Africa

March 2025

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Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption

Steady growth expected in the coming years in Middle East and Africa

Womenswear generates the greatest sales in Middle East and Africa

Strong post-pandemic growth for childrenswear in Saudi Arabia

Saudi fashion scene blending the traditional with the modern

Footwear loses the most sales over the review period in Middle East and Africa

More women joining the Saudi workforce boosts demand for conservative wear

Influx of HNWLs boosts luxury sales in the United Arab Emirates

Apparel and footwear specialists continue to dominate distribution

E-commerce continues gaining ground in apparel and footwear

## LEADING COMPANIES AND BRANDS

Generally fragmented apparel and footwear country markets in the region

Landmark still leads in Saudi Arabia despite its Max brand losing some share

South Africa the biggest market for more than half of the top 10 players in the region

Shein the major mover in the rankings over 2019-2024

## FORECAST PROJECTIONS

Positive growth expected in real value terms throughout the forecast period

Vision 2030 will continue to boost Saudi Arabia's apparel and footwear market

Shein likely to see further growth in the region

## COUNTRY SNAPSHOTS

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

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South Africa: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/apparel-and-footwear-in-middle-east-and-africa/report](http://www.euromonitor.com/apparel-and-footwear-in-middle-east-and-africa/report).