



Childrenswear in Saudi Arabia

February 2026

Table of Contents

Childrenswear in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for stylish and practical childrenswear

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Steady growth driven by youthful population and changing consumer habits

Sustainability initiatives reshape childrenswear design

Chart 3 - Sustainability and Inclusivity Reshape Saudi Arabia's Fashion Industry in 2025

Travel and tourism drives demand for versatile childrenswear

Chart 4 - Travel-Driven Fashion in Saudi Arabia: Versatility, Comfort, and Sustainability

WHAT'S NEXT?

Robust outlook driven by demographic trends and active lifestyles

Busy parents to drive e-commerce growth

Chart 5 - Affordable Online Fast-Fashion Redefines Childrenswear in Saudi Arabia in 2025

Sustainability to drive decision-making with eco-friendly apparel

COMPETITIVE LANDSCAPE

Al Bandar Trading Co maintains lead in childrenswear with strong presence

Cenomi Retail's strategic partnership to drive expansion

CHANNELS

Apparel and footwear specialists dominate childrenswear sales

E-commerce gains traction reflecting market polarisation

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Saudi Arabia - Industry Overview](#)

EXECUTIVE SUMMARY

Steady growth in apparel and footwear

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers drive demand for affordable and premium products

Chart 8 - Market Polarisation Shapes Apparel and Footwear Sales in Saudi Arabia

Eco-friendly and inclusive products drive sales growth

Chart 9 - Sustainability and Inclusivity Drive Growth in Saudi Arabia's Fashion

Travel and tourism yields versatile and culturally appropriate designs

Chart 10 - Travel, Tourism, and Vision 2030 Shape Apparel and Footwear Trends in Saudi Arabia

WHAT'S NEXT?

Brands to focus on affordability to drive sales

Sustainability and inclusivity become mainstream priorities

Digital retail continues to fuel market growth

COMPETITIVE LANDSCAPE

Leading companies maintain dominance through strategic initiatives
Strategic partnerships and digital expansion to support market growth

CHANNELS

Apparel and footwear specialists drive offline retail sales
Digital channels and engagement fuel market growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Saudi Arabia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Saudi Arabia 2025
Chart 14 - Consumer Landscape in Saudi Arabia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/childrenswear-in-saudi-arabia/report.