



Euromonitor
International

Apparel and Footwear in the United Arab Emirates

February 2026

Table of Contents

Apparel and Footwear in the United Arab Emirates

EXECUTIVE SUMMARY

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury brands drive growth with premium offerings

Apparel continues to see strong demand

Challengers unseat incumbents with localised strategies

Chart 3 - Limited-Edition adidas Shoes Inspired by Dubai

WHAT'S NEXT?

Wealthy newcomers and tourists drive luxury spending

Apparel will remain the largest category with steady growth predicted

Digital channels and sustainability set to shape the future of the market

COMPETITIVE LANDSCAPE

On brand gains significant share with triple-digit growth

New entrants challenge incumbents with localised strategies

Chart 4 - Luxury Powerhouse Zegna Sees Major Growth Potential in United Arab Emirates

CHANNELS

Offline retail dominates sales due to a preference for trying before buying

Retail e-commerce gains traction as consumers demand convenience

Digital channels and sustainability shape the future of retail

PRODUCTS

AI models driving innovation in luxury fashion

Chart 5 - AI Models at the Intersection of Technology and Culture

Louis Vuitton launches Dubai pop-up in 2025

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in United Arab Emirates 2025

Chart 9 - Consumer Landscape in United Arab Emirates 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury childrenswear benefits from tourist spending and digital innovation

Tourist arrivals drive luxury childrenswear sales

Chart 12 - Travel Spend Accounts for a Significant Share of Luxury Childrenswear Sales

AI-powered tools enhance the childrenswear shopping experience

Chart 13 - Amazon's Virtual Try-On Tool is a Useful New Feature

WHAT'S NEXT?

Government initiatives and digital innovation set to drive growth

Baby and toddler wear projected to be the most dynamic category

Shifting consumer preferences and demographics

COMPETITIVE LANDSCAPE

Leading players maintain their lead through strategic expansion and strong brand portfolios

Stable competition with no major mergers or launches

CHANNELS

Non-grocery retailers dominate childrenswear

Apparel and footwear specialists key to sales of childrenswear

E-commerce growth driven by convenience and digital innovation

PRODUCTS

Luxury brands drive market polarisation with exclusive offerings

Chart 14 - Maison Ava Launches Mother-Daughter Couture Collection

COUNTRY REPORTS DISCLAIMER

[Apparel Accessories in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury brands drive growth with exclusive collections

Chart 16 - Luxury Brands Unveil Dubai Exclusive Capsule Collections

Other apparel accessories leads volume sales

Jil sander expands presence with flagship store

Chart 17 - Increasing Number of Luxury Players Entering the Market

WHAT'S NEXT?

Luxury and affordable options to drive growth while sustainability concerns come to the fore

Other apparel accessories to remain the largest category in volume terms

Influencers and education to boost sales

COMPETITIVE LANDSCAPE

Leading players maintain dominance through strategic expansion

No significant mergers or acquisitions in 2025

CHANNELS

Offline retail dominates sales of apparel accessories

Retail e-commerce gains traction with fast delivery and flexible options

No new retail brands or concepts emerged in 2025

PRODUCTS

Focus on sustainable materials drives innovation in luxury apparel accessories

Chart 18 - Major Players Use Sustainable Materials

COUNTRY REPORTS DISCLAIMER

[Menswear in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 19 - Key Trends 2025

Chart 20 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury players capitalise on growing demand for premium menswear

Chart 21 - Zegna Enters the United Arab Emirates

Sustainable brands gain traction with local production

Chart 22 - Local Player The Giving Movement Finding Success Eco-Conscious Brand

Travel wear brands thrive amidst resurgence of business travel

Chart 23 - Émigré Looking to Appeal to Business Travellers

WHAT'S NEXT?

Luxury and premium players drive growth through sustainability and fashion consciousness

Men's outerwear set for steady growth

Sustainability and local production present business opportunities

COMPETITIVE LANDSCAPE

Leading players invest in strategic expansion

Competitive landscape sees limited change

CHANNELS

Brick-and-mortar stores continue to dominate menswear sales

Retail e-commerce growing with players pushed to adopt omnichannel strategies

Market polarisation reflected in the evolving retail landscape

PRODUCTS

Premium brands and local production drive innovation

Local brands and sustainable practices gain traction

COUNTRY REPORTS DISCLAIMER

[Womenswear in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 24 - Key Trends 2025

Chart 25 - Analyst Insight

INDUSTRY PERFORMANCE

Premium and value-oriented offerings drive sales growth

Women's outerwear dominates sales

Chart 26 - Gap Teams Up with Luggage Brand BÉIS to Unveil Travel Hoodie

Sustainability shaping the womenswear landscape

Chart 27 - Landmark Group Launches the Region's First Textile Recycling Facility

WHAT'S NEXT?

Premium and affordable fashion set to drive growth
Women's outerwear will remain the largest category
Sustainability and localisation shape future sales

COMPETITIVE LANDSCAPE

Landmark Group and Azadea Group lead a fragmented market
Emerging opportunities in sustainable womenswear

CHANNELS

Offline retail maintains its dominance but e-commerce growing
E-commerce gains traction with convenience and competitive pricing
Sustainability and localisation inform the retail market

PRODUCTS

Market polarisation drives innovation in affordable and premium womenswear
Chart 28 - Primark Set to Launch in the United Arab Emirates in 2026

COUNTRY REPORTS DISCLAIMER

[Jeans in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 29 - Key Trends 2025
Chart 30 - Analyst Insight

INDUSTRY PERFORMANCE

Fast fashion platforms gain traction among young consumers
Standard jeans lead sales, while super premium jeans drive growth
Challengers gain share with competitively priced trendy styles
Chart 31 - Dolce & Gabbana Appeals to Wealthier Consumers with Embellished Jeans
Chart 32 - Shein Gains Share with Competitively Priced Jeans in Trendy Styles

WHAT'S NEXT?

High-end denim and sustainable products drive future growth
Standard jeans remain largest, super premium drives growth
Sustainability and comfort drive business impact

COMPETITIVE LANDSCAPE

Leading brands face growing competition in an increasingly polarised market
Emerging trends and opportunities for growth

CHANNELS

Retailers investing in omnichannel opportunities to drive growth
Apparel and footwear specialists drive growth in offline retail
Retail e-commerce gains momentum with competitive pricing and convenience

PRODUCTS

Sustainability and inclusivity drive product innovation
Chart 33 - A&F Embraces Inclusivity with its Curve Collection

COUNTRY REPORTS DISCLAIMER

Hosiery in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 34 - Key Trends 2025

INDUSTRY PERFORMANCE

Hosiery sales driven by steady demand

Non-sheer hosiery dominates sales with steady growth

Fashion-forward styles and functional options attract demand

WHAT'S NEXT?

Higher spenders to drive demand for premium hosiery offerings

Sustainability and functionality drive innovation in hosiery

Functional hosiery gains traction among fitness enthusiasts

COMPETITIVE LANDSCAPE

Leading companies maintain share in stable market

Chart 35 - Landmark Group Expands its Retail Network with New Max Outlet

Opportunities arise from sustainability and functionality trends

Chart 36 - Sports Socks Proving Popular Thanks to Health and Fitness Trend

CHANNELS

Offline retail remains dominant

Primark set to open its first outlets in Dubai

Chart 37 - Primark Set to Open First Outlets in Dubai

Retail e-commerce has limited impact on hosiery sales

COUNTRY REPORTS DISCLAIMER

Footwear in the United Arab Emirates

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 38 - Key Trends 2025

Chart 39 - Analyst Insight

INDUSTRY PERFORMANCE

Tariffs and tech drive footwear sales growth

A positive year for footwear sales with women's footwear leading the way

New and exclusive collections attract locals and tourists

Chart 40 - Adidas Pushes Boundaries with CLIMACOOL LACED: A Leap into 3D-Printed Footwear

Chart 41 - New Balance Teams up with United Arab Emirates-based Sun & Sand Sports

WHAT'S NEXT?

Technology and luxury set to drive future sales growth

Children's footwear to lead value growth

Limited editions and athleisure to shape market demand

COMPETITIVE LANDSCAPE

Landmark Group and Apparel Group maintain their lead

Stable competitive landscape with opportunities for innovation

CHANNELS

Offline retail dominates footwear sales with strong e-commerce growth
Retail e-commerce gains traction as consumer search for convenience
Omnichannel strategies becomes increasingly important for retailers

PRODUCTS

Adidas and New Balance drive innovation with tech and collaborations
Birkenstock introduces Ramadan-inspired collection
Chart 42 - Birkenstock Increases Prices in 2025 Due to US Tariffs

COUNTRY REPORTS DISCLAIMER

[Sportswear in the United Arab Emirates](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chart 43 - Key Trends 2025
Chart 44 - Analyst Insight

INDUSTRY PERFORMANCE

Brands embracing local identity drive challenger growth
Sports apparel dominates sales with players focusing on the needs of locals
Chart 45 - Gym Shark Expands its Range of Modest Sportswear
Market polarisation drives growth in premium and budget segments
Chart 46 - Alo Yoga Enters the United Arab Emirates

WHAT'S NEXT?

Brands leveraging community engagement drive sportswear growth
Sports apparel set to benefit from health and wellness trend
Market polarisation will continue to drive growth in the premium and budget segments

COMPETITIVE LANDSCAPE

Nike and adidas maintain lead through strong branding
Emerging trends and opportunities

CHANNELS

Offline retail dominates sportswear sales through mall culture
Retail e-commerce grows rapidly with AI-enhanced platforms
No new retail brands or concepts

PRODUCTS

Premium brands and local identity drive market growth
Local brands challenge global players with unique offerings
Chart 47 - The Giving Movement Gains Momentum

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-in-the-united-arab-emirates/report.