

# Middle East Fashion Market: E-commerce Dominance, Sustainable Growth, and Digital Transformation

Fashion Economics · Answer Key · 4 Questions

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**1. In the GCC's online retail market, which product category currently holds the largest share, differing from global trends where electronics often lead?**

- A) Electronics
- B) Home Goods
- C) Fashion**
- D) Automotive

**2. What product segment is identified as dominant and fastest-growing within the Middle East and Africa's sustainable fashion market?**

- A) Synthetic fabrics
- B) Organic Textiles**
- C) Leather goods
- D) Fast fashion items

**3. Which factor is a significant driver for the expansion of the modest fashion market in the Middle East?**

- A) Declining internet penetration
- B) An aging population
- C) A young, digitally savvy population**
- D) A decrease in disposable income

**4. According to recent market analysis, what are Middle East consumers increasingly prioritizing in their spending habits within the value retail market?**

- A) Only the lowest prices available
- B) Brand new, avant-garde designs
- C) Reliability, quality, and convenience**
- D) Exclusive, limited-edition collaborations