

Middle East Fashion Market Pulse: Sustainability, Digitalization & Luxury Growth

Fashion Trends · Answer Key · 8 Questions

1. What is a major trend driving the high-end fashion market in the UAE, indicating a consumer willingness to pay more for responsible brands?

- A) Focus on fast fashion
- B) Prioritization of sustainable and eco-friendly practices**
- C) Exclusive use of synthetic materials
- D) Emphasis on rapidly changing seasonal trends

2. Which economic and social development initiative in Saudi Arabia is significantly influencing its luxury market and fashion industry growth?

- A) Vision 2030**
- B) The Green Initiative
- C) National Transformation Program
- D) Saudi Vision 2025

3. What percentage of UAE consumers surveyed indicated they are prepared to pay a premium of 20% or more for sustainable brands?

- A) Approximately 15%
- B) Around 30%
- C) About 52%**
- D) Nearly 70%

4. Which of the following is a key indicator of the sustainability shift in the Middle East's fashion industry, moving away from traditional seasonal drops?

- A) Increased production of fast fashion items
- B) Rise of capsule collections**
- C) Greater reliance on synthetic fabrics
- D) Focus on single-use garments

5. According to recent reports, what is the projected growth rate for the UAE's apparel market between 2024 and 2030, outpacing global averages?

- A) 3.7% CAGR
- B) 5% CAGR**
- C) 7.1% CAGR
- D) 15.8% CAGR

6. Which technology is increasingly being adopted by UAE fashion retailers to personalize customer experiences through data analysis and targeted marketing?

A) Artificial Intelligence (AI)

B) Blockchain Technology

C) Virtual Reality (VR)

D) 3D Printing

7. In the Middle East's luxury goods market, which product category held the largest revenue share in 2025?

A) Footwear

B) Leather Goods

C) Clothing and Apparel

D) Watches

8. What is a significant driver for the growth of the recommerce (resale fashion) market in the Middle East, which reached USD 6.23 billion in 2024?

A) Decreasing consumer interest in unique items

B) Emphasis on fast fashion consumption

C) Sustainability awareness and consumer price sensitivity

D) Limited availability of vintage clothing