

# Apparel and Footwear in Malaysia

<https://marketpublishers.com/r/A727DEF86DBEN.html>

Date: November 2023

Pages: 92

Price: US\$ 2,100.00 (Single User License)

ID: A727DEF86DBEN

## Abstracts

Sales of apparel and footwear saw dynamic growth in 2022, with constant value sales fast approaching pre-pandemic levels. As the country emerged from the COVID-19 pandemic, consumers became increasingly keen to travel, socialise and spend more time outside the home, which translated into them spending more money and time on their personal appearance. The return of Malaysians to their physical workspaces promoted growth in formal attire, such as suits, jackets and coats, shirts, belts and ties, a...

Euromonitor International's Apparel and Footwear in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Apparel and Footwear in Malaysia  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

#### APPAREL AND FOOTWEAR IN MALAYSIA

##### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### WOMENSWEAR IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

*Apparel and Footwear in Malaysia*

Continued recovery for womenswear, in line with restoration of busy pre-pandemic lifestyles

Second-hand clothing proves to be attractive to budget-conscious consumers

Local womenswear brands invest in launch of sustainable clothing ranges to cater to rising demand from younger generation

#### PROSPECTS AND OPPORTUNITIES

International fashion brands to target Malaysians with more localised offerings

Collaborations are expected to continue apace

Sustainability will remain a key area of focus

#### CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023

Table 106 Sales of Womenswear by Category: Value 2018-2023

Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 109 NBO Company Shares of Womenswear: % Value 2019-2023

Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 114 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 115 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 116 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 117 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 118 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 119 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 120 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 121 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

#### MENSWEAR IN MALAYSIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of pre-pandemic lifestyles, combined with rise of Korean streetwear culture helps to sustain growth in 2023

Brand collaborations emerge as key marketing strategy

Sustainability is embraced by menswear players

#### PROSPECTS AND OPPORTUNITIES

Strengthening competitiveness among hugely available streetwear brands in menswear, influenced largely by Korean and Japanese culture

Discounts will remain key to generating sales amongst price-conscious consumers

Sustainability and functionality will continue as common themes

#### CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023

Table 14 Sales of Menswear by Category: Value 2018-2023

Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Menswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Menswear: % Value 2019-2023

Table 18 LBN Brand Shares of Menswear: % Value 2020-2023

Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Menswear by Category: Value 2023-2028

Table 29 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

#### CHILDRENSWEAR IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Childrenswear players offer price discounts in order to generate consumer interest

Cross-collaboration collections featuring licensed characters form part of business marketing strategies

Fast fashion players continue to enjoy success due to competitive prices and frequent new launches

#### PROSPECTS AND OPPORTUNITIES

E-commerce penetration will increase within childrenswear, although retailers will continue to invest in bricks-and-mortar stores as consumers return to shopping centres

Evolution of children's sportswear will result in opening of more standalone stores offering children's sportswear

Childrenswear brands will continue to use licenced characters to appeal to young

consumers

#### CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

#### SPORTSWEAR IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Performance apparel and performance footwear lead growth through constant new launches and embracing of sneaker culture

International sportswear brands target Malaysian expansion

Decathlon expands into Northern Region

#### PROSPECTS AND OPPORTUNITIES

Sports footwear will see healthy growth, driven primarily by strong athleisure trend and continuation of sneaker culture among Malaysians

More standalone sportswear stores are anticipated to open their doors in the short -term

More sportswear brands to focus on sustainability

#### CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

#### JEANS IN MALAYSIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High cost of living boost sales of economy and standard jeans ranges  
Sustainability becomes a more important factor in consumers' purchasing decisions  
Levi's consolidates its position through new launches, personalised shopping experiences and collaborations

#### PROSPECTS AND OPPORTUNITIES

Expansion of fast-fashion brands in economy and standard jeans, although international niche jeans brands will also gain traction

Denim will continue its sustainable journey

Personalisation will be a growing trend

#### CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023

Table 52 Sales of Men's Jeans by Category: Volume 2018-2023

Table 53 Sales of Men's Jeans by Category: Value 2018-2023

Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 56 Sales of Women's Jeans by Category: Volume 2018-2023

Table 57 Sales of Women's Jeans by Category: Value 2018-2023

Table 58 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 59 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 60 NBO Company Shares of Jeans: % Value 2019-2023

Table 61 LBN Brand Shares of Jeans: % Value 2020-2023

Table 62 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 63 Forecast Sales of Jeans by Category: Value 2023-2028

Table 64 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 65 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 66 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 67 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 68 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 69 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 70 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 71 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 72 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 73 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

#### HOSIERY IN MALAYSIA

#### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Increased demand for hosiery, in light of return to outdoor activities  
Functionality emerges as a key theme in non-sheer hosiery  
Local hosiery brands produce fun designs to appeal to the younger generation

### PROSPECTS AND OPPORTUNITIES

Price discounts will remain key to stimulating sales of non-sheer hosiery  
Hosiery from sportswear brands anticipated to enjoy stronger growth  
Larger number of hosiery brands to pursue online-only model

### CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023  
Table 75 Sales of Hosiery by Category: Value 2018-2023  
Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023  
Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023  
Table 78 NBO Company Shares of Hosiery: % Value 2019-2023  
Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023  
Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028  
Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028  
Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028  
Table 83 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

## APPAREL ACCESSORIES IN MALAYSIA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Continued healthy growth for apparel accessories, thanks to return to busy pre-pandemic lifestyles, and return of consumers to shopping malls  
Stylish hijabs boost growth in scarves  
Brands seek to expand their audiences through collaboration marketing

### PROSPECTS AND OPPORTUNITIES

Premiumisation to elevate value growth in scarves, as hijabs become fashion accessories  
Discounting will remain relevant marketing tactic in ties and belts  
Growing number of brands will turn to personalisation as key marketing strategy

### CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023  
Table 85 Sales of Apparel Accessories by Category: Value 2018-2023  
Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023  
Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023



Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

## FOOTWEAR IN MALAYSIA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Women's footwear and men's footwear sustained double digit growth to boost recovery to reach pre-pandemic level

Entrance of various international sportswear brands lead to high growth in sports footwear

Strong personalisation and ergonomic footwear gaining traction in Malaysia in conjunction with the rise in health-conscious consumers

### PROSPECTS AND OPPORTUNITIES

Retail expansion, growing sneaker culture and premiumisation will be key trends driving growth in footwear

Collaborations will generate consumer interest

Functionality will be a key feature of new product launches

### CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## I would like to order

Product name: Apparel and Footwear in Malaysia

Product link: <https://marketpublishers.com/r/A727DEF86DBEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A727DEF86DBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970