

Designer Apparel (Ready-To-Wear) in Malaysia

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Abstracts

Despite slightly slower GDP growth in Malaysia in 2013, demand for designer apparel did not slow down. Malaysians, especially younger generation, were becoming highly brand-conscious which motivated them to choose designer apparel over non-designer apparel. In addition, consumers in Malaysia were also willing to spend on designer apparel due to the opening of more designer apparel outlets in shopping malls which resulted in stronger visibility of designer apparel outlets in public. Lastly,...Euromonitor International's Designer Apparel (Ready-to-Wear) in Malaysia report offers a comprehensive guide to the size and shape of the Designer Apparel (Ready-to-Wear) market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Designer Apparel (Ready-to-Wear) retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change**Product coverage:** Designer Clothing (Ready-to-Wear), Designer Footwear. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.**Why buy this report?**

Get a detailed picture of the Designer Apparel (Ready-to-Wear) 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.

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