

Menswear in Malaysia

<https://marketpublishers.com/r/M28D91C4ACCEN.html>

Date: November 2023

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: M28D91C4ACCEN

Abstracts

Menswear saw another year of healthy growth in current value terms in 2023, with sales exceeding pre-pandemic levels. The return of Malaysians to their physical offices supported demand in a number of product areas, with items such as men's suits, shirts and other men's outerwear all enjoying particularly strong performances. However, the continued popularity of hybrid working led to a simultaneous demand for casual menswear items, including tops, shorts and trousers. At the same time, the post-...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

Get a detailed picture of the Menswear 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

Menswear in Malaysia
Euromonitor International
November 2023
List Of Contents And Tables
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 1 Sales of Menswear by Category: Volume 2018-2023

Table 2 Sales of Menswear by Category: Value 2018-2023

Table 3 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 4 Sales of Menswear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Menswear: % Value 2019-2023

Table 6 LBN Brand Shares of Menswear: % Value 2020-2023

Table 7 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 8 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 9 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 10 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 11 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 12 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 13 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 14 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 15 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 16 Forecast Sales of Menswear by Category: Value 2023-2028

Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

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

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Menswear in Malaysia

Product link: <https://marketpublishers.com/r/M28D91C4ACCEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M28D91C4ACCEN.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