

Sportswear in Malaysia

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Abstracts

A return to more active lifestyles fuelled growth in sportswear in 2023, with performance apparel and performance footwear, in particular, benefitting from the resumption of outdoor sporting activities. The reopening of the country's borders to international travel, also contributed to growth, as consumers sought new and exciting places to visit. Growth was further driven by the trend towards wearing sportswear for daily leisure use, and in the case of sports footwear, the growing sneaker culture...

Euromonitor International's Sportswear 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: Sports Apparel, Sports 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 Sportswear 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.

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International sportswear brands target Malaysian expansion

Decathlon expands into Northern Region

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

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