

Menswear in Malaysia

Market Direction | 2022-12-28 | 27 pages | Euromonitor

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Report description:

Sales of menswear saw dynamic growth in current value terms in 2022. The easing of various COVID-19 related restrictions, including the removal of the government's Movement Control Order in October 2021, saw Malaysians returning to their physical offices, which promoted growth in formal attire, such as suits, jackets and coats, shirts, belts and ties. At the same time, however, the continued popularity of hybrid working led to a sustained demand for casual menswear items, including tops, shorts...

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 2017-2021 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 2026 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.

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Manufacturers resort to promotional strategies to combat inflationary pressures

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