

## **Womenswear in Malaysia**

Market Direction | 2022-12-28 | 30 pages | Euromonitor

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### **Report description:**

Sales of womenswear saw robust growth in 2022, with current value sales approaching pre-pandemic levels. The loosening of various COVID-19 related measures, including the removal of the government's Movement Control Order in October 2021, saw Malaysian women returning to their physical workspaces. This promoted growth in formal attire, such as suits, jackets and coats, shirts and blouses. At the same time, the restoration of festive celebrations, such as Hari Raya, led to strong growth in women'...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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Euromonitor International

December 2022

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##### 2022 DEVELOPMENTS

Return to pre-pandemic lifestyles leads to upsurge in demand for womenswear, although consumers remain price conscious

Mainstream brands tap into growth of modest wear to expand their consumer base

Athleisure trend continues to gain traction

##### PROSPECTS AND OPPORTUNITIES

Continued growth expected, fuelled by the expansion of e-commerce

Modest wear and licenced clothing will remain key drivers of growth

Sustainability will remain a key area of focus

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