

Childrenswear in Malaysia

Market Direction | 2023-11-17 | 20 pages | Euromonitor

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Report description:

Compared to other areas of apparel and footwear, childrenswear saw relatively modest growth in current value terms in 2023. Sales of childrenswear were comparatively unaffected by the pandemic, as despite the lockdown, parents still needed to purchase new childrenswear to replace existing, outgrown clothing. Consequently, despite the easing of pandemic-related restrictions, including the reopening of shopping malls, there was no dramatic rebound in sales in 2022 and 2023.

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear players offer price discounts in order to generate consumer interest

Cross-collaboration collections featuring licensed characters form part of business marketing strategies

Fast fashion players continue to enjoy success due to competitive prices and frequent new launches

PROSPECTS AND OPPORTUNITIES

E-commerce penetration will increase within childrenswear, although retailers will continue to invest in bricks-and-mortar stores as consumers return to shopping centres

Evolution of children's sportswear will result in opening of more standalone stores offering children's sportswear

Childrenswear brands will continue to use licenced characters to appeal to young consumers

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