

## **Menswear in Malaysia**

Market Direction | 2023-11-17 | 27 pages | Euromonitor

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### **Report description:**

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.

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##### 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

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