

## **Sportswear in Malaysia**

Market Direction | 2023-11-17 | 19 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Sportswear in Malaysia  
Euromonitor International  
November 2023

List Of Contents And Tables

### SPORTSWEAR IN MALAYSIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Performance apparel and performance footwear lead growth through constant new launches and embracing of sneaker culture

International sportswear brands target Malaysian expansion

Decathlon expands into Northern Region

#### PROSPECTS AND OPPORTUNITIES

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

More standalone sportswear stores are anticipated to open their doors in the short -term

More sportswear brands to focus on sustainability

#### CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2018-2023

Table 2 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sportswear: % Value 2019-2023

Table 4 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 5 Distribution of Sportswear by Format: % Value 2018-2023

Table 6 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

### APPAREL AND FOOTWEAR IN MALAYSIA

#### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

#### DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## SOURCES

### Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sportswear in Malaysia

Market Direction | 2023-11-17 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com