

Womenswear in Malaysia

Market Direction | 2023-11-17 | 29 pages | Euromonitor

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Report description:

Sales of womenswear registered a second year of robust growth in 2023, with current value sales edging even closer to pre-pandemic levels. As the country emerged from the COVID-19 pandemic, Malaysian women became increasingly keen to socialise and spend more time outside the home, which translated into them paying more attention to their personal appearance. Items of formal attire, such as suits, jackets and coats, shirts and blouses and sheer hosiery, outperformed the average growth rate, as of...

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 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: 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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2023 DEVELOPMENTS

Continued recovery for womenswear, in line with restoration of busy pre-pandemic lifestyles

Second-hand clothing proves to be attractive to budget-conscious consumers

Local womenswear brands invest in launch of sustainable clothing ranges to cater to rising demand from younger generation

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Collaborations are expected to continue apace

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