

Apparel Accessories in Malaysia

Market Direction | 2024-11-22 | 20 pages | Euromonitor

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Report description:

The growing popularity of athleisure in Malaysia is reshaping the landscape for apparel accessories, with consumers increasingly prioritising comfort and versatility in their clothing choices. As more Malaysians adopt athleisure for daily activities - especially with the rise of work-from-home and hybrid work set-ups - demand for casual accessories such as hats, caps, and sporty bags has surged accordingly. By contrast, traditional accessories like ties and belts have seen a decline in demand, a...

Euromonitor International's Apparel Accessories 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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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Athleisure shapes demand for apparel accessories

Revival in sales of luxury brands, thanks due new mall openings

Online retailers offer unprecedented variety, as well as customisation in apparel accessories

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Discounting will remain relevant marketing tactic

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