

Childrenswear in Malaysia

Market Direction | 2024-11-22 | 19 pages | Euromonitor

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Report description:

Malaysia's childrenswear market is set to experience positive growth in current value terms in 2024, albeit at a slower rate than the previous year. This has been fuelled by an increase in outings and social activities, which have encouraged more impulsive shopping behaviour. Post-pandemic, families are spending more time in shopping malls, leading to higher foot traffic that is directly benefiting childrenswear retailers.

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 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: 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

2024 DEVELOPMENTS

Childrenswear market sees further growth, alongside rise of social activities and outings

Fast-fashion brands dominate competitive landscape by providing affordable childrenswear ranges

Online retailers expand their footprint in Malaysia by targeting value-driven segment

PROSPECTS AND OPPORTUNITIES

Strong prospects childrenswear, driven by online and offline retail expansion

Parents with higher purchasing power increasingly sought for premium quality childrenswear for their children

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

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