

## **Womenswear in Singapore**

Market Direction | 2024-11-25 | 27 pages | Euromonitor

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### **Report description:**

The womenswear market in Singapore is anticipated to experience slower growth in both retail volume and current value terms in 2024, compared to the robust performance of the previous three years. This earlier growth was fuelled by a strong post-pandemic recovery and pent-up consumer demand, as shoppers eagerly replenished their wardrobes after a prolonged period of restrictions. However, these recovery-driven effects have now largely subsided, giving way to more stabilised consumer behaviour. T...

Euromonitor International's Womenswear in Singapore 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: 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.

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##### 2024 DEVELOPMENTS

Womenswear market in Singapore shows degree of resilience despite economic challenges

While appetite for luxury brands remains strong, consumers shift towards value-conscious spending

Continued demand for dresses and skirts despite casualisation trend

##### PROSPECTS AND OPPORTUNITIES

Omnichannel approach will be key to future success, as women shift back to in-store shopping

Singapore's fast-fashion market will continue to evolve, with integrated platforms and social commerce

Womenswear players will need to adapt to diverse consumer preferences, including luxury, fast fashion, and sustainability

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