

Apparel and Footwear in Singapore

Market Direction | 2024-11-25 | 84 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The apparel and footwear market in Singapore is set to experience a notable slowdown in retail growth in 2024, compared to the robust performance of the previous three years. During 2021-2022, the market rebounded strongly, following the easing of pandemic restrictions. Consumers, eager to resume travelling, and socialising, surged back into stores, driving heightened spending, particularly on clothing and footwear aligned with hybrid work trends and healthier lifestyles.

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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 and Footwear 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

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Singapore
Euromonitor International
February 2025

List Of Contents And Tables

APPAREL AND FOOTWEAR IN SINGAPORE

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN SINGAPORE

KEY DATA FINDINGS

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

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2019-2024
Table 14 Sales of Womenswear by Category: Value 2019-2024
Table 15 Sales of Womenswear by Category: % Volume Growth 2019-2024
Table 16 Sales of Womenswear by Category: % Value Growth 2019-2024
Table 17 NBO Company Shares of Womenswear: % Value 2020-2024
Table 18 LBN Brand Shares of Womenswear: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2020-2024
Table 20 LBN Brand Shares of Women's Nightwear: % Value 2021-2024
Table 21 NBO Company Shares of Women's Outerwear: % Value 2020-2024
Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024
Table 23 □NBO Company Shares of Women's Swimwear: % Value 2020-2024
Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024
Table 25 □NBO Company Shares of Women's Underwear: % Value 2020-2024
Table 26 □LBN Brand Shares of Women's Underwear: % Value 2021-2024
Table 27 □Forecast Sales of Womenswear by Category: Volume 2024-2029
Table 28 □Forecast Sales of Womenswear by Category: Value 2024-2029
Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

MENSWEAR IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear in Singapore is evolving, with comfort, style, and social media driving consumer preferences.

Uniqlo continues as clear leader

Men's nightwear sees limited demand

PROSPECTS AND OPPORTUNITIES

Market will continue to evolve as Singaporean men become more fashion conscious

Sustainability and versatility will become defining attributes

E-commerce will continue to expand

CATEGORY DATA

Table 105 Sales of Menswear by Category: Volume 2019-2024
Table 106 Sales of Menswear by Category: Value 2019-2024
Table 107 Sales of Menswear by Category: % Volume Growth 2019-2024
Table 108 Sales of Menswear by Category: % Value Growth 2019-2024
Table 109 NBO Company Shares of Menswear: % Value 2020-2024
Table 110 LBN Brand Shares of Menswear: % Value 2021-2024
Table 111 NBO Company Shares of Men's Nightwear: % Value 2020-2024
Table 112 LBN Brand Shares of Men's Nightwear: % Value 2021-2024
Table 113 NBO Company Shares of Men's Outerwear: % Value 2020-2024
Table 114 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024
Table 115 □NBO Company Shares of Men's Swimwear: % Value 2020-2024
Table 116 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024
Table 117 □NBO Company Shares of Men's Underwear: % Value 2020-2024
Table 118 □LBN Brand Shares of Men's Underwear: % Value 2021-2024
Table 119 □Forecast Sales of Menswear by Category: Volume 2024-2029
Table 120 □Forecast Sales of Menswear by Category: Value 2024-2029
Table 121 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
Table 122 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

CHILDRENSWEAR IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Childrenswear market continues to grow, despite declining birth rate

Uniqlo leads childrenswear rankings, while luxury brands lose ground

Womenswear brands expand their offerings to include childrenswear

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Growing demand for children's sportswear

Rising interest in coordinated outfits and matching sets

E-commerce will continue to be an important channel

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2019-2024

Table 32 Sales of Childrenswear by Category: Value 2019-2024

Table 33 Sales of Childrenswear by Category: % Volume Growth 2019-2024

Table 34 Sales of Childrenswear by Category: % Value Growth 2019-2024

Table 35 NBO Company Shares of Childrenswear: % Value 2020-2024

Table 36 LBN Brand Shares of Childrenswear: % Value 2021-2024

Table 37 Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 38 Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 40 □Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

SPORTSWEAR IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise of sportswear as everyday fashion

Performance footwear gains traction

Nike, Adidas, and local players compete for dominance

PROSPECTS AND OPPORTUNITIES

Health-conscious lifestyles will fuel further expansion

More sportswear brands will embrace diversity with greater emphasis on inclusive designs

Running will continue to gain momentum as popular fitness activity

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2019-2024

Table 42 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 43 NBO Company Shares of Sportswear: % Value 2020-2024

Table 44 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 45 Distribution of Sportswear by Format: % Value 2019-2024

Table 46 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

JEANS IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans see static performance, despite status as versatile staple

Resurgence of denim-on-denim trend

Uniqlo leads an evolving market

PROSPECTS AND OPPORTUNITIES

Jeans will continue to evolve, alongside shifting consumer preferences

Fast-fashion giants are poised to drive growth

Online channels will remain popular amongst buyers, especially younger generations

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2019-2024

Table 49 Sales of Jeans by Category: Value 2019-2024

Table 50 Sales of Jeans by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 51 Sales of Jeans by Category: % Value Growth 2019-2024
Table 52 Sales of Men's Jeans by Category: Volume 2019-2024
Table 53 Sales of Men's Jeans by Category: Value 2019-2024
Table 54 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
Table 55 Sales of Men's Jeans by Category: % Value Growth 2019-2024
Table 56 Sales of Women's Jeans by Category: Volume 2019-2024
Table 57 □Sales of Women's Jeans by Category: Value 2019-2024
Table 58 □Sales of Women's Jeans by Category: % Volume Growth 2019-2024
Table 59 □Sales of Women's Jeans by Category: % Value Growth 2019-2024
Table 60 □NBO Company Shares of Jeans: % Value 2020-2024
Table 61 □LBN Brand Shares of Jeans: % Value 2021-2024
Table 62 □Forecast Sales of Jeans by Category: Volume 2024-2029
Table 63 □Forecast Sales of Jeans by Category: Value 2024-2029
Table 64 □Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
Table 65 □Forecast Sales of Jeans by Category: % Value Growth 2024-2029
Table 66 □Forecast Sales of Men's Jeans by Category: Volume 2024-2029
Table 67 □Forecast Sales of Men's Jeans by Category: Value 2024-2029
Table 68 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
Table 69 □Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
Table 70 □Forecast Sales of Women's Jeans by Category: Volume 2024-2029
Table 71 □Forecast Sales of Women's Jeans by Category: Value 2024-2029
Table 72 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
Table 73 □Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

HOSIERY IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hosiery sees modest growth in 2024, driven by non-sheer hosiery
Functional sports socks contribute to growing demand for non-sheer hosiery
Lack of a clear market leader

PROSPECTS AND OPPORTUNITIES

Slow growth anticipated over the forecast period
Fashion trends will boost growth in traditionally functional category
Growing role of e-commerce will boost demand for non-sheer hosiery

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2019-2024
Table 75 Sales of Hosiery by Category: Value 2019-2024
Table 76 Sales of Hosiery by Category: % Volume Growth 2019-2024
Table 77 Sales of Hosiery by Category: % Value Growth 2019-2024
Table 78 NBO Company Shares of Hosiery: % Value 2020-2024
Table 79 LBN Brand Shares of Hosiery: % Value 2021-2024
Table 80 Forecast Sales of Hosiery by Category: Volume 2024-2029
Table 81 Forecast Sales of Hosiery by Category: Value 2024-2029
Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029
Table 83 □Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

APPAREL ACCESSORIES IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Accessories play a complementary role in the fashion landscape

Decline in demand for face masks impacts overall sales

Luxury brands remain dominant

PROSPECTS AND OPPORTUNITIES

Stagnation in apparel accessories, driven by casualisation of fashion trends

Social media and social commerce will continue to influence demand

Brands will increasingly move online

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2019-2024

Table 85 Sales of Apparel Accessories by Category: Value 2019-2024

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2019-2024

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2019-2024

Table 88 NBO Company Shares of Apparel Accessories: % Value 2020-2024

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2021-2024

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2024-2029

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2024-2029

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029

Table 93 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

FOOTWEAR IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Footwear sees strong growth, driven by active lifestyles, sneaker culture, and sustainability

Focus on comfort and durability

Sportswear players dominate the market

PROSPECTS AND OPPORTUNITIES

Leading players will invest in localisation strategies

Personalisation trend will grow in strength

Physical stores will remain important to create immersive experiences for consumers

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2019-2024

Table 95 Sales of Footwear by Category: Value 2019-2024

Table 96 Sales of Footwear by Category: % Volume Growth 2019-2024

Table 97 Sales of Footwear by Category: % Value Growth 2019-2024

Table 98 NBO Company Shares of Footwear: % Value 2020-2024

Table 99 LBN Brand Shares of Footwear: % Value 2021-2024

Table 100 Distribution of Footwear by Format: % Value 2019-2024

Table 101 Forecast Sales of Footwear by Category: Volume 2024-2029

Table 102 Forecast Sales of Footwear by Category: Value 2024-2029

Table 103 □Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 104 □Forecast Sales of Footwear by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Apparel and Footwear in Singapore

Market Direction | 2024-11-25 | 84 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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="2025-05-09"/>
		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