

Childrenswear in Malaysia

November 2023

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2023 DEVELOPMENTS

Childrenswear players offer price discounts in order to generate consumer interest

Cross-collaboration collections featuring licensed characters form part of business marketing strategies

Fast fashion players continue to enjoy success due to competitive prices and frequent new launches

PROSPECTS AND OPPORTUNITIES

E-commerce penetration will increase within childrenswear, although retailers will continue to invest in bricks-and-mortar stores as consumers return to shopping centres

Evolution of children's sportswear will result in opening of more standalone stores offering children's sportswear

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