

Womenswear in Malaysia

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued recovery for womenswear, in line with restoration of busy pre-pandemic lifestyles
Second-hand clothing proves to be attractive to budget-conscious consumers
Local womenswear brands invest in launch of sustainable clothing ranges to cater to rising demand from younger generation

PROSPECTS AND OPPORTUNITIES

International fashion brands to target Malaysians with more localised offerings
Collaborations are expected to continue apace
Sustainability will remain a key area of focus

CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023
Table 2 - Sales of Womenswear by Category: Value 2018-2023
Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023
Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028
Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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