

# Apparel and Footwear in Malaysia

November 2023

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

# PROSPECTS AND OPPORTUNITIES

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Brand collaborations emerge as key marketing strategy

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# PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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## Footwear in Malaysia

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Entrance of various international sportswear brands lead to high growth in sports footwear

Strong personalisation and ergonomic footwear gaining traction in Malaysia in conjunction with the rise in health-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

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Collaborations will generate consumer interest

Functionality will be a key feature of new product launches

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Decathlon expands into Northern Region

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