

# Jeans in Malaysia

November 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

High cost of living boost sales of economy and standard jeans ranges

Sustainability becomes a more important factor in consumers' purchasing decisions

Levi's consolidates its position through new launches, personalised shopping experiences and collaborations

### PROSPECTS AND OPPORTUNITIES

Expansion of fast-fashion brands in economy and standard jeans, although international niche jeans brands will also gain traction

Denim will continue its sustainable journey

Personalisation will be a growing trend

### CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2018-2023

Table 2 - Sales of Jeans by Category: Value 2018-2023

Table 3 - Sales of Jeans by Category: % Volume Growth 2018-2023

Table 4 - Sales of Jeans by Category: % Value Growth 2018-2023

Table 5 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 6 - Sales of Men's Jeans by Category: Value 2018-2023

Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 8 - Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 9 - Sales of Women's Jeans by Category: Volume 2018-2023

Table 10 - Sales of Women's Jeans by Category: Value 2018-2023

Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 12 - Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Jeans: % Value 2019-2023

Table 14 - LBN Brand Shares of Jeans: % Value 2020-2023

Table 15 - Forecast Sales of Jeans by Category: Volume 2023-2028

Table 16 - Forecast Sales of Jeans by Category: Value 2023-2028

Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 20 - Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 24 - Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Women's Jeans 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 27 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 28 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/jeans-in-malaysia/report](https://www.euromonitor.com/jeans-in-malaysia/report).