

# Womenswear in Singapore

November 2023

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## Womenswear in Singapore - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Womenswear sees healthy growth in 2023, with value and volume sales moving closer to pre-pandemic levels Strong growth in more formal women's attire attributed to return to workplaces and schools Top brands maintain their rankings

## PROSPECTS AND OPPORTUNITIES

Sales through social commerce at an all-time high

Athleisure trend expected to remain throughout the forecast period

Local brands with a loyal customer base set to perform well

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