



# Childrenswear in Malaysia

December 2022

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## Childrenswear in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Modest growth in 2022, with school uniforms seeing an upturn in demand

Inflationary pressures drive demand towards affordable brands

International retail chains expand presence

#### PROSPECTS AND OPPORTUNITIES

Online penetration will remain high among childrenswear

Domestic childrenswear brands will retain a competitive advantage

Childrenswear brands will continue to use licenced characters to appeal to young consumers

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