

Luxury Leather Goods in Malaysia

December 2021

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand growth stimulated by domestic consumption but recovery remains slow in 2021

Price reductions, new launches and novel marketing concepts all embraced as industry players endeavour to reach out to and attract consumers

Recovery delayed for luxury travel goods due to the ongoing presence of COVID-19 and government measures to control its spread

PROSPECTS AND OPPORTUNITIES

Recovery expected to strengthen in the forecast period as government restrictions ease and the country resumes a greater degree of normality

Growing competitive advantage for e-commerce as more players respond to changing consumer purchasing patterns

Sustainability becomes more important in consumers' buying decisions over the forecast period

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DISCLAIMER

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