



Euromonitor
International

Apparel and Footwear Specialists in Malaysia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The category continues to benefit from investments in fast fashion brands
More players bank on evolving the shopping experience while new upscale malls offer opportunities for luxury brands
E-commerce develops and grows to exert pressure on physical apparel and footwear retailing

PROSPECTS AND OPPORTUNITIES

Apparel and footwear specialists face strong competition from sports goods stores
Sportswear brands to expand within apparel and footwear specialists
E-commerce expansion encourages omnichannel approach

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Retail in Malaysia - Industry Overview

EXECUTIVE SUMMARY

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Expansion plans and price competition intensify the landscape
Players look to technology and experiential shopping to gain a competitive edge
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Chinese New Year
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