



Childrenswear in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Childrenswear market sees further growth, alongside rise of social activities and outings
Fast-fashion brands dominate competitive landscape by providing affordable childrenswear ranges
Online retailers expand their footprint in Malaysia by targeting value-driven segment

PROSPECTS AND OPPORTUNITIES

Strong prospects childrenswear, driven by online and offline retail expansion
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Childrenswear brands will continue to use licenced characters to appeal to young consumers

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Apparel and Footwear in Malaysia - Industry Overview

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