



Euromonitor
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Menswear in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift towards casual menswear, driving by hybrid working and changing dress codes
- Rise of local menswear designers catering to fashion-conscious male consumers
- Sustainability becomes key focus in men’s fashion

PROSPECTS AND OPPORTUNITIES

- Rising cost of living will boost demand for affordable menswear ranges
- Streetwear will take central stage, thanks to casual dressing trend
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Apparel and Footwear in Malaysia - Industry Overview

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