



Womenswear in Malaysia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Casualisation trend drives growth in non-formal womenswear
- Second-hand clothing proves to be attractive to budget-conscious consumers
- Mass fashion brands continue to dominate the market, with local players shifting focus to online retailing

PROSPECTS AND OPPORTUNITIES

- Womenswear is poised for growth, despite challenging economic conditions
- Modest clothing trend will gain momentum
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