



Womenswear in Malaysia

November 2023

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Womenswear in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued recovery for womenswear, in line with restoration of busy pre-pandemic lifestyles
Second-hand clothing proves to be attractive to budget-conscious consumers
Local womenswear brands invest in launch of sustainable clothing ranges to cater to rising demand from younger generation

PROSPECTS AND OPPORTUNITIES

International fashion brands to target Malaysians with more localised offerings
Collaborations are expected to continue apace
Sustainability will remain a key area of focus

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Apparel and Footwear in Malaysia - Industry Overview

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