



Personal Luxury in Malaysia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- Expansion of retail space key to the growth of personal luxury
- Personal luxury brands set to continue focusing on enhancing the customer shopping experience
- More players likely to adopt an omnichannel approach to sales while new department stores present new opportunities

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Luxury Goods in Malaysia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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