



Apparel and Footwear Specialists in Malaysia

February 2024

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Apparel and Footwear Specialists in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in revenue spending means moderated sales growth
E-commerce expands as costs of doing business on the rise
H&M launches on Shopee in Malaysia

PROSPECTS AND OPPORTUNITIES

Rising demand for more diversified and innovative clothing options as retailers invest in membership programmes
HVG tax could potentially hamper sales of high-end brands, while e-commerce expansion encourages omnichannel approach
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New entrants intensify the competition
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