



Childrenswear in Malaysia

November 2023

Table of Contents

Childrenswear in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear players offer price discounts in order to generate consumer interest

Cross-collaboration collections featuring licensed characters form part of business marketing strategies

Fast fashion players continue to enjoy success due to competitive prices and frequent new launches

PROSPECTS AND OPPORTUNITIES

E-commerce penetration will increase within childrenswear, although retailers will continue to invest in bricks-and-mortar stores as consumers return to shopping centres

Evolution of children's sportswear will result in opening of more standalone stores offering children's sportswear

Childrenswear brands will continue to use licenced characters to appeal to young consumers

CATEGORY DATA

Table 1 - Sales of Childrenswear by Category: Volume 2018-2023

Table 2 - Sales of Childrenswear by Category: Value 2018-2023

Table 3 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 6 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 7 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 8 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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