

# Menswear in Malaysia

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Return of pre-pandemic lifestyles, combined with rise of Korean streetwear culture helps to sustain growth in 2023

Brand collaborations emerge as key marketing strategy

Sustainability is embraced by menswear players

### PROSPECTS AND OPPORTUNITIES

Strengthening competitiveness among hugely available streetwear brands in menswear, influenced largely by Korean and Japanese culture

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