

Personal Luxury in Malaysia

October 2023

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Personal Luxury in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees full recovery in 2023

Designer apparel and footwear (ready-to-wear) bounces back as life returns to relative normality

Luxury eyewear sees healthy growth as consumers enjoy their newfound sense of freedom

Luxury jewellery sales benefit from the return of special events and occasions

Luxury leather goods benefits from uptick in travel and the desirability of luxury handbags

Luxury wearables electronics benefits from growing focus on health and fitness in 2023

Luxury timepieces enjoys value sales increase

Luxury writing instruments and stationery on the rise in 2023 as consumers return to in-store shopping

Super premium beauty and personal care on the rise as consumers place a renewed focus on personal appearance

Louis Vuitton Malaysia Sdn Bhd leads personal luxury in 2022 while Dior hosts eye-catching pop-up event in 2023

PROSPECTS AND OPPORTUNITIES

Bright outlook for the forecast period

Designer apparel and footwear (ready-to-wear) set to benefit from consumer desire to have the latest fashions with collaborations likely to feature prominently

Luxury wearables electronics is expected to see the most dynamic growth but luxury timepieces likely to remain more popular with investors

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DISCLAIMER

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