

Apparel and Footwear in Malaysia

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Footwear in Malaysia

KEY DATA FINDINGS

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Entrance of various international sportswear brands lead to high growth in sports footwear

Strong personalisation and ergonomic footwear gaining traction in Malaysia in conjunction with the rise in health-conscious consumers

PROSPECTS AND OPPORTUNITIES

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Collaborations will generate consumer interest

Functionality will be a key feature of new product launches

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Sportswear in Malaysia

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Performance apparel and performance footwear lead growth through constant new launches and embracing of sneaker culture

International sportswear brands target Malaysian expansion

Decathlon expands into Northern Region

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Sports footwear will see healthy growth, driven primarily by strong athleisure trend and continuation of sneaker culture among Malaysians

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