



Footwear in Malaysia

November 2023

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Footwear in Malaysia - Category analysis

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2023 DEVELOPMENTS

Women's footwear and men's footwear sustained double digit growth to boost recovery to reach pre-pandemic level

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

Retail expansion, growing sneaker culture and premiumisation will be key trends driving growth in footwear

Collaborations will generate consumer interest

Functionality will be a key feature of new product launches

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