



Menswear in Malaysia

November 2023

Table of Contents

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

Discounts will remain key to generating sales amongst price-conscious consumers

Sustainability and functionality will continue as common themes

CATEGORY DATA

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

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

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

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

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

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

Table 7 - NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 9 - NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 11 - NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 13 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 14 - LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 15 - Forecast Sales of Menswear by Category: Volume 2023-2028

Table 16 - Forecast Sales of Menswear by Category: Value 2023-2028

Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Menswear 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 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - 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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