



# Sportswear in Malaysia

November 2023

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## Sportswear in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

#### PROSPECTS AND OPPORTUNITIES

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

More standalone sportswear stores are anticipated to open their doors in the short -term

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