



Personal Luxury in Malaysia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Expansion of retail space key to the growth of personal luxury

Personal luxury brands set to continue focusing on enhancing the customer shopping experience

More players likely to adopt an omnichannel approach to sales while new department stores present new opportunities

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DISCLAIMER

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Summary 1 - Research Sources

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