



# Childrenswear in Malaysia

November 2024

Table of Contents

## Childrenswear in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Childrenswear market sees further growth, alongside rise of social activities and outings  
Fast-fashion brands dominate competitive landscape by providing affordable childrenswear ranges  
Online retailers expand their footprint in Malaysia by targeting value-driven segment

#### PROSPECTS AND OPPORTUNITIES

Strong prospects childrenswear, driven by online and offline retail expansion  
Parents with higher purchasing power increasingly sought for premium quality childrenswear for their children  
Childrenswear brands will continue to use licenced characters to appeal to young consumers

#### CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2019-2024
- Table 2 - Sales of Childrenswear by Category: Value 2019-2024
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

## Apparel and Footwear in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-malaysia/report](http://www.euromonitor.com/childrenswear-in-malaysia/report).