



Euromonitor  
International

# Hosiery in Malaysia

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## Hosiery in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sustainability and inclusivity drives sales as market polarises

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Hosiery market polarises under economic pressures

Market polarisation seen in hosiery in 2025

Sustainability and inclusivity consumer expectations drive design and innovation

Digital-first channels are popular among urban women

Chart 2 - Zalora Malaysia Leverages AI Personalisation to Transform Online Hosiery Shopping

#### WHAT'S NEXT?

Affordability to continue to be significant

Sustainability and inclusivity to influence consumer choices

Digital innovation and e-commerce to increasingly shape hosiery trends

#### COMPETITIVE LANDSCAPE

Leading brands maintain dominance through quality and innovation

Shein grows due to online strength

#### CHANNELS

Offline retail still leads hosiery sales with strong presence

Chart 3 - Analyst Insight

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[Apparel and Footwear in Malaysia - Industry Overview](#)

#### EXECUTIVE SUMMARY

Sustainability, tech innovation and digitisation aid leading brands

#### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Strong growth due to rising incomes and growing middle class

Sustainability drives design innovation and incorporation of eco-friendly and alternative materials

Resale and rental begin to change how consumers shop

Chart 5 - We Rent Fashion Offers Flexible Resale and Rental of Designer Apparel and Footwear

#### WHAT'S NEXT?

Sustainability and tech innovation to influence design

Chart 6 - Analyst Insight

Immersive shopping experiences

#### COMPETITIVE LANDSCAPE

Leading brands maintain their positions through innovation and sustainability

Mergers and acquisitions reshape competitive dynamics

Emerging players leverage sustainability and inclusivity

#### CHANNELS

Offline retail leads with strong brand presence  
E-commerce will continue to grow and drive consumer demand  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hosiery-in-malaysia/report](http://www.euromonitor.com/hosiery-in-malaysia/report).