

# Apparel and Footwear in Singapore

November 2024

**Table of Contents** 

# Apparel and Footwear in Singapore

# **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 1 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

# Childrenswear in Singapore

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Childrenswear market continues to grow, despite declining birth rate Uniqlo leads childrenswear rankings, while luxury brands lose ground Womenswear brands expand their offerings to include childrenswear

# PROSPECTS AND OPPORTUNITIES

Growing demand for children's sportswear

Rising interest in coordinated outfits and matching sets

E-commerce will continue to be an important channel

#### **CATEGORY DATA**

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

# Apparel Accessories in Singapore

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Accessories play a complementary role in the fashion landscape Decline in demand for face masks impacts overall sales Luxury brands remain dominant

# PROSPECTS AND OPPORTUNITIES

Stagnation in apparel accessories, driven by casualisation of fashion trends Social media and social commerce will continue to influence demand Brands will increasingly move online

#### **CATEGORY DATA**

Table 23 - Sales of Apparel Accessories by Category: Volume 2019-2024

Table 24 - Sales of Apparel Accessories by Category: Value 2019-2024

Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2019-2024

Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Apparel Accessories: % Value 2020-2024

Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2021-2024

Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2024-2029

Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2024-2029

Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

# Menswear in Singapore

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Menswear in Singapore is evolving, with comfort, style, and social media driving consumer preferences. Uniqlo continues as clear leader

Men's nightwear sees limited demand

# PROSPECTS AND OPPORTUNITIES

Market will continue to evolve as Singaporean men become more fashion conscious Sustainability and versatility will become defining attributes

E-commerce will continue to expand

# CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2019-2024

Table 34 - Sales of Menswear by Category: Value 2019-2024

Table 35 - Sales of Menswear by Category: % Volume Growth 2019-2024

Table 36 - Sales of Menswear by Category: % Value Growth 2019-2024

Table 37 - NBO Company Shares of Menswear: % Value 2020-2024

Table 38 - LBN Brand Shares of Menswear: % Value 2021-2024

Table 39 - NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 41 - NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 43 - NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 45 - NBO Company Shares of Men's Underwear: % Value 2020-2024

- Table 46 LBN Brand Shares of Men's Underwear: % Value 2021-2024
- Table 47 Forecast Sales of Menswear by Category: Volume 2024-2029
- Table 48 Forecast Sales of Menswear by Category: Value 2024-2029
- Table 49 Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
- Table 50 Forecast Sales of Menswear by Category: % Value Growth 2024-2029

#### Womenswear in Singapore

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Womenswear market in Singapore shows degree of resilience despite economic challenges
While appetite for luxury brands remains strong, consumers shift towards value-conscious spending
Continued demand for dresses and skirts despite casualisation trend

#### PROSPECTS AND OPPORTUNITIES

Omnichannel approach will be key to future success, as women shift back to in-store shopping

Singapore's fast-fashion market will continue to evolve, with integrated platforms and social commerce

Womenswear players will need to adapt to diverse consumer preferences, including luxury, fast fashion, and sustainability

#### **CATEGORY DATA**

- Table 51 Sales of Womenswear by Category: Volume 2019-2024
- Table 52 Sales of Womenswear by Category: Value 2019-2024
- Table 53 Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 54 Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 55 NBO Company Shares of Womenswear: % Value 2020-2024
- Table 56 LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 57 NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 58 LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 59 NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 60 LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 61 NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 62 LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 63 NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 64 LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 65 Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 66 Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 67 Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 68 Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

# Jeans in Singapore

#### KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Jeans see static performance, despite status as versatile staple Resurgence of denim-on-denim trend Uniqlo leads an evolving market

### PROSPECTS AND OPPORTUNITIES

Jeans will continue to evolve, alongside shifting consumer preferences

Fast-fashion giants are poised to drive growth

Online channels will remain popular amongst buyers, especially younger generations

#### **CATEGORY DATA**

- Table 69 Sales of Jeans by Category: Volume 2019-2024
- Table 70 Sales of Jeans by Category: Value 2019-2024
- Table 71 Sales of Jeans by Category: % Volume Growth 2019-2024
- Table 72 Sales of Jeans by Category: % Value Growth 2019-2024
- Table 73 Sales of Men's Jeans by Category: Volume 2019-2024
- Table 74 Sales of Men's Jeans by Category: Value 2019-2024
- Table 75 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
- Table 76 Sales of Men's Jeans by Category: % Value Growth 2019-2024
- Table 77 Sales of Women's Jeans by Category: Volume 2019-2024
- Table 78 Sales of Women's Jeans by Category: Value 2019-2024
- Table 79 Sales of Women's Jeans by Category: % Volume Growth 2019-2024
- Table 80 Sales of Women's Jeans by Category: % Value Growth 2019-2024
- Table 81 NBO Company Shares of Jeans: % Value 2020-2024
- Table 82 LBN Brand Shares of Jeans: % Value 2021-2024
- Table 83 Forecast Sales of Jeans by Category: Volume 2024-2029
- Table 84 Forecast Sales of Jeans by Category: Value 2024-2029
- Table 85 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
- Table 86 Forecast Sales of Jeans by Category: % Value Growth 2024-2029
- Table 87 Forecast Sales of Men's Jeans by Category: Volume 2024-2029
- Table 88 Forecast Sales of Men's Jeans by Category: Value 2024-2029
- Table 89 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
- Table 90 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
- Table 91 Forecast Sales of Women's Jeans by Category: Volume 2024-2029
- Table 92 Forecast Sales of Women's Jeans by Category: Value 2024-2029
- Table 93 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
- Table 94 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

# Hosiery in Singapore

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Hosiery sees modest growth in 2024, driven by non-sheer hosiery Functional sports socks contribute to growing demand for non-sheer hosiery Lack of a clear market leader

# PROSPECTS AND OPPORTUNITIES

Slow growth anticipated over the forecast period

Fashion trends will boost growth in traditionally functional category

Growing role of e-commerce will boost demand for non-sheer hosiery

# **CATEGORY DATA**

- Table 95 Sales of Hosiery by Category: Volume 2019-2024
- Table 96 Sales of Hosiery by Category: Value 2019-2024
- Table 97 Sales of Hosiery by Category: % Volume Growth 2019-2024
- Table 98 Sales of Hosiery by Category: % Value Growth 2019-2024
- Table 99 NBO Company Shares of Hosiery: % Value 2020-2024
- Table 100 LBN Brand Shares of Hosiery: % Value 2021-2024
- Table 101 Forecast Sales of Hosiery by Category: Volume 2024-2029
- Table 102 Forecast Sales of Hosiery by Category: Value 2024-2029
- Table 103 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029
- Table 104 Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

# Footwear in Singapore

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Footwear sees strong growth, driven by active lifestyles, sneaker culture, and sustainability

Focus on comfort and durability

Sportswear players dominate the market

# PROSPECTS AND OPPORTUNITIES

Leading players will invest in localisation strategies

Personalisation trend will grow in strength

Physical stores will remain important to create immersive experiences for consumers

# **CATEGORY DATA**

Table 105 - Sales of Footwear by Category: Volume 2019-2024

Table 106 - Sales of Footwear by Category: Value 2019-2024

Table 107 - Sales of Footwear by Category: % Volume Growth 2019-2024

Table 108 - Sales of Footwear by Category: % Value Growth 2019-2024

Table 109 - NBO Company Shares of Footwear: % Value 2020-2024

Table 110 - LBN Brand Shares of Footwear: % Value 2021-2024

Table 111 - Distribution of Footwear by Format: % Value 2019-2024

Table 112 - Forecast Sales of Footwear by Category: Volume 2024-2029

Table 113 - Forecast Sales of Footwear by Category: Value 2024-2029

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2024-2029

# Sportswear in Singapore

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rise of sportswear as everyday fashion

Performance footwear gains traction

Nike, Adidas, and local players compete for dominance

#### PROSPECTS AND OPPORTUNITIES

Health-conscious lifestyles will fuel further expansion

More sportswear bands will embrace diversity with greater emphasis on inclusive designs

Running will continue to gain momentum as popular fitness activity

#### **CATEGORY DATA**

Table 116 - Sales of Sportswear by Category: Value 2019-2024

Table 117 - Sales of Sportswear by Category: % Value Growth 2019-2024

Table 118 - NBO Company Shares of Sportswear: % Value 2020-2024

Table 119 - LBN Brand Shares of Sportswear: % Value 2021-2024

Table 120 - Distribution of Sportswear by Format: % Value 2019-2024

Table 121 - Forecast Sales of Sportswear by Category: Value 2024-2029

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

# 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/apparel-and-footwear-in-singapore/report.