



# Childrenswear in Malaysia

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Childrenswear players offer price discounts in order to generate consumer interest

Cross-collaboration collections featuring licensed characters form part of business marketing strategies

Fast fashion players continue to enjoy success due to competitive prices and frequent new launches

#### PROSPECTS AND OPPORTUNITIES

E-commerce penetration will increase within childrenswear, although retailers will continue to invest in bricks-and-mortar stores as consumers return to shopping centres

Evolution of children's sportswear will result in opening of more standalone stores offering children's sportswear

Childrenswear brands will continue to use licenced characters to appeal to young consumers

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