

# Womenswear in Malaysia

November 2023

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## Womenswear in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued recovery for womenswear, in line with restoration of busy pre-pandemic lifestyles  
Second-hand clothing proves to be attractive to budget-conscious consumers  
Local womenswear brands invest in launch of sustainable clothing ranges to cater to rising demand from younger generation

#### PROSPECTS AND OPPORTUNITIES

International fashion brands to target Malaysians with more localised offerings  
Collaborations are expected to continue apace  
Sustainability will remain a key area of focus

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