



Childrenswear in Malaysia

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polarised market performance amid economic fluctuations and distribution channel shifts

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Fluctuating economic environment leads to market polarisation

Sustainability and inclusivity drive consumer demand for eco-friendly and gender-neutral designs

Chart 2 - Uniqlo Malaysia Introduces Sustainable, Gender-Neutral Basics for Children

Chart 3 - Analyst Insight

Direct-to-consumer and digital-first gain traction

WHAT'S NEXT?

Online presence, cultural relevance and sustainability will be key to connecting with digital-native parents

Chart 4 - Poplook Introduces Affordable Hari Raya Matching Sets for Parents and Children

Price pressure likely to persist due to market polarisation

COMPETITIVE LANDSCAPE

Shein and Uniqlo drive competitive dynamics

New entrants leverage cultural relevance and sustainability

CHANNELS

Traditional stores continue to lead, but e-commerce is gaining ground

PRODUCTS

Poney cashes in on market polarisation

Chart 5 - Poney Balances Premium and Value Segments to Thrive in Polarised Childrenswear

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Sustainability, tech innovation and digitisation aid leading brands

KEY DATA FINDINGS

Chart 6 - 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 7 - We Rent Fashion Offers Flexible Resale and Rental of Designer Apparel and Footwear

WHAT'S NEXT?

Sustainability and tech innovation to influence design

Chart 8 - 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

Saloman Open Concept Store is one to watch

PRODUCTS

Tech-savvy brands drive functional and sustainable designs

Chart 9 - adidas Launches Move For The Planet Campaign to Promote Sustainable Products

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Malaysia 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Malaysia 2025

Chart 13 - Consumer Landscape in Malaysia 2025

COUNTRY REPORTS 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.