

## **Menswear in Indonesia**

Market Direction | 2023-01-25 | 26 pages | Euromonitor

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### **Report description:**

As COVID-19 moved from pandemic to endemic status, 2022 saw the return of pre-pandemic behaviour in terms of social activities and mobility in Indonesia. The year also marked the return to mudik - homecoming travel - during Lebaran, which had halted in 2020 and 2021. The Lebaran period typically sees retail sales rise, including apparel and footwear, and within that, menswear. In 2022 menswear overall saw strong growth continuing from 2021, in terms of volume sales. The lifting of two years of s...

Euromonitor International's Menswear in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Menswear market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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