

Sportswear in Indonesia

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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Report description:

Sportswear saw robust growth in 2022 in Indonesia. It was already a vibrant area of apparel and footwear in Indonesia before the start of the COVID-19 pandemic, driven by the developing athleisure trend and a growing focus on sports and fitness. The closure of sports centres and gyms and the suspension of sports events put the brakes on growth when coronavirus broke out, with a return to rising volume sales in 2021. As restrictions have been eased and vaccination programmes expanded, sportswear...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- * Get a detailed picture of the Sportswear 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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Table of Contents:

Sportswear in Indonesia
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List Of Contents And Tables

SPORTSWEAR IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sportswear benefits from lifted restrictions and reopening of sports and fitness venues, as well as from rising athleisure trend

Climbing continues to rise, supporting demand for related apparel and footwear

IETE finds receptive audience, while sports footwear sees rapidly rising interest

PROSPECTS AND OPPORTUNITIES

Sportswear to benefit from fashion status on top of demand for comfort and functionality

MAPA expansion indicates high demand for sportswear apparel and sports footwear

Athleisure trend to continue to boost sales over the forecast period

CATEGORY DATA

Table 1 Sales of Sportswear by Category: Value 2017-2022

Table 2 Sales of Sportswear by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sportswear: % Value 2018-2022

Table 4 LBN Brand Shares of Sportswear: % Value 2019-2022

Table 5 Distribution of Sportswear by Format: % Value 2017-2022

Table 6 Forecast Sales of Sportswear by Category: Value 2022-2027

Table 7 Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN INDONESIA

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 8 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 9 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 14 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 17 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 18 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 19 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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SOURCES

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