

## **Childrenswear in Indonesia**

Market Direction | 2023-11-15 | 19 pages | Euromonitor

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### **Report description:**

Childrenswear saw more modest growth in retail volume terms in 2023, relative to the two previous years. Compared to other areas of apparel and footwear, such as menswear, womenswear and hosiery, sales were comparatively unaffected by the COVID-19 crisis, as despite the lockdown, parents still needed to purchase new childrenswear to replace existing, outgrown clothing. Nevertheless, during the years immediately following the pandemic, the return of children to their usual outdoor activities spar...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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.

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Euromonitor International  
November 2023

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Slower growth in childrenswear in 2023

Comfort remains an important consideration for parents, but fashion is having a greater impact, due to rise of social media

Local independent brands continue to dominate the competitive landscape

##### PROSPECTS AND OPPORTUNITIES

Local brands will continue to dominate sales

Social responsibility will become more of a priority

Brand collaborations will gather pace, as Blibli links up with Lee Vierra Kids to launch its own children's swimwear collection

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