

Jeans in Indonesia

Market Direction | 2023-11-15 | 24 pages | Euromonitor

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Report description:

Following a two-year period of steady growth, demand for both men's and women's jeans declined in 2023, as cash-strapped consumers cut back on non-essential expenditure. Compared to many other items of apparel, a pair of jeans is less subject to fashion trends and as such, can be worn it wears out, or no longer fits. Moreover, the phenomenon of "revenge buying", which occurred in 2022, following the lifting of all pandemic-related restrictions, subsided in 2023. However, men's and women's premium...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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Euromonitor International
November 2023

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Demand for lower-priced jeans declines in 2023, as consumers cut back on expenditure

Rise of planet-friendly denim

Uniqlo maintains its leadership, thanks to its broad range of products, quality image and competitive pricing

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with men's jeans leading the way

E-commerce will see further investment

Jiniso targets young Indonesians with high-quality offerings, while MAPI shelves collaboration with Pepe Jeans

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