

## **Menswear in Indonesia**

Market Direction | 2023-11-15 | 25 pages | Euromonitor

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### **Report description:**

The overall rate of retail volume growth in menswear slowed in 2023, compared to the previous two years. The high rate of inflation, at least during the first half of the year, meant that consumers continued to suffer from reduced levels of purchasing power and therefore focused their spending on those items seen as being necessary. Moreover, Indonesian men tend to replace older items of clothing less regularly than women, as well as being less likely to engage in impulse-buying when it comes to...

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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Euromonitor International  
November 2023

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Uniqlo to continue as leading player, thanks to its innovative marketing approach

Collaborations between brands will give players access to untapped audiences

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