

Womenswear in Indonesia

Market Direction | 2023-11-15 | 27 pages | Euromonitor

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Report description:

Retail sales of womenswear in Indonesia registered slower growth in both volume and constant value terms in 2023, when compared to the previous two years. While consumers became increasingly keen to travel, socialise and spend more time outside the home, thanks to the normalisation of consumer lifestyles post-pandemic, the market faced a number of economic challenges, not least inflationary pressures. While the rate of inflation began to ease during the second half of 2023, Indonesians remained...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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Modest wear and Korean fashion are key drivers of growth

Social media marketing remains important, especially when targeting younger consumers

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