

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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Table of Contents:

Womenswear in Indonesia
Euromonitor International
February 2024

List Of Contents And Tables

WOMENSWEAR IN INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower growth for womenswear in 2023, as consumers remain cautious about discretionary spending

Modest wear and Korean fashion are key drivers of growth

Social media marketing remains important, especially when targeting younger consumers

PROSPECTS AND OPPORTUNITIES

Modest wear will represent a growing opportunity for womenswear businesses

Closure of TikTok Shop presents opportunities for Shopee

Uniqlo to forge ahead as local players make their mark

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2018-2023

Table 2 Sales of Womenswear by Category: Value 2018-2023

Table 3 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 4 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Womenswear: % Value 2019-2023

Table 6 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN INDONESIA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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