

Menswear in Indonesia

Market Direction | 2024-11-18 | 25 pages | Euromonitor

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Report description:

Korean fashion culture, has experienced a significant rise globally, particularly in menswear, and is gaining increasing traction in Indonesia. Local consumers, particularly millennials and Gen Zs, are embracing Korean styles, which blend casual, chic, and street influences with bold, experimental designs. In September 2024, Aland, a prominent multi-brand fashion retailer from South Korea, opened its first store in Jakarta, marking a significant step in expanding the Korean menswear influence in...

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 2019-2023 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 2028 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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Korean menswear brands make waves in Indonesia

Ryusei leverages digital innovation to boost sales

Sustainable fashion practices gain momentum among local brands

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Mass-market players will adapt to changing market dynamics with exclusive collaborations and loyalty programmes

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