

## **Womenswear in Indonesia**

Market Direction | 2024-11-18 | 27 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Indonesia's womenswear market is poised for healthy growth in current value terms in 2024, driven by the trend of blending traditional craftsmanship with contemporary design. Traditional textiles such as batik, ikat, and songket - known locally as Wastra Nusantara - have experienced a revival and are now being incorporated into fashion-forward designs by both local and international designers.

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 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: 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Womenswear in Indonesia  
Euromonitor International  
November 2024

List Of Contents And Tables

WOMENSWEAR IN INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Womenswear in Indonesia set for healthy growth in 2024, driven by fusion of tradition and modernity  
Local Indonesian brands embrace eco-friendly fashion in line with government sustainability initiatives  
Arteka strengthens its presence with flagship store launch

PROSPECTS AND OPPORTUNITIES

Expansion of premium mall concept will boost sales of local and international luxury brands  
Local brands to gain prominence as younger consumers embrace "Support Lokal" initiatives  
Local fashion brands embrace sustainability in new collections

CATEGORY DATA

- Table 1 Sales of Womenswear by Category: Volume 2019-2024
- Table 2 Sales of Womenswear by Category: Value 2019-2024
- Table 3 Sales of Womenswear by Category: % Volume Growth 2019-2024
- Table 4 Sales of Womenswear by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Womenswear: % Value 2020-2024
- Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024
- Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024
- Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024
- Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024
- Table 10 LBN Brand Shares of Women's Outerwear: % Value 2021-2024
- Table 11 NBO Company Shares of Women's Swimwear: % Value 2020-2024
- Table 12 LBN Brand Shares of Women's Swimwear: % Value 2021-2024
- Table 13 NBO Company Shares of Women's Underwear: % Value 2020-2024
- Table 14 LBN Brand Shares of Women's Underwear: % Value 2021-2024
- Table 15 Forecast Sales of Womenswear by Category: Volume 2024-2029
- Table 16 Forecast Sales of Womenswear by Category: Value 2024-2029
- Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029
- Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN INDONESIA

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

MARKET DATA

- Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024  
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024  
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024  
Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024  
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024  
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029  
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029  
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029  
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Womenswear in Indonesia

Market Direction | 2024-11-18 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com