

## **Childrenswear in Indonesia**

Market Direction | 2024-11-18 | 19 pages | Euromonitor

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### **Report description:**

The market for childrenswear in Indonesia is set to see moderate growth in current value terms in 2024, continuing the trend of the previous year. Parents in Indonesia generally prioritise comfort and practicality for their offspring, with activewear made from lightweight, breathable, and stretchy materials in high demand. However, social media and celebrity culture are increasingly influencing purchasing decisions, particularly among millennials who are more accustomed to online shopping. Local...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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.

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Fashion is having a greater impact on childrenswear, due to rise of social media

Paris 2024 Olympics sparks athleisure-inspired trends

Luxury brands expand into children's fashion, while imported products attract lower-middle income groups

##### PROSPECTS AND OPPORTUNITIES

Childrenswear market in Indonesia is set for healthy growth with strong local brand presence

Local brands will tap into character-driven collections to engage Indonesian children

Imported childrenswear will continue to thrive, due to its affordability

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