

Menswear in Indonesia

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Casual-inspired designs shape the menswear industry
Local brands gain prominence, thanks to popularity of batik
Rise of digital media contributes to growing male interest in fashion

PROSPECTS AND OPPORTUNITIES

Younger generation will drive future growth in menswear
Uniqlo to continue as leading player, thanks to its innovative marketing approach
Collaborations between brands will give players access to untapped audiences

CATEGORY DATA

Table 1 - Sales of Menswear by Category: Volume 2018-2023
Table 2 - Sales of Menswear by Category: Value 2018-2023
Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023
Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Menswear: % Value 2019-2023
Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023
Table 7 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 8 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 9 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 10 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 11 - NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 12 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 13 - Forecast Sales of Menswear by Category: Volume 2023-2028
Table 14 - Forecast Sales of Menswear by Category: Value 2023-2028
Table 15 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 16 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Apparel and Footwear in Indonesia - Industry Overview

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 17 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 18 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 19 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 21 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 22 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 23 - Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 24 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 25 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 26 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 27 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 28 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-indonesia/report.