

# Apparel Accessories in Indonesia

November 2023

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## Apparel Accessories in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Decline in mask wearing has negative impact on sales

Hijabs cater to a variety of tastes and preferences

Pashminas are very much on-trend

#### PROSPECTS AND OPPORTUNITIES

Burgeoning hijab movement will help to drive growth over the forecast period

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H&M will continue as leading player in highly fragmented marketplace

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