

# Sportswear in Indonesia

November 2023

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### Sportswear in Indonesia - Category analysis

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### 2023 DEVELOPMENTS

Modest sportswear enters the mainstream Yoga and Pilates fuel growth in women's activewear Sports footwear sees sales boosted by adoption of casual office dress codes

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Continuation of athleisure trend will contribute to healthy growth Growing number of brands will look to penetrate modest sportswear Adidas' new concept store promises to become a key fashion destination

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