

Hosiery in Indonesia

November 2023

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Hosiery in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited growth in 2023, despite growing athleisure trend

Increasing usage of hosiery with health benefits

Competitive landscape remains highly fragmented, with little brand loyalty

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Slow recovery, expected, due to consumer preference for lightweight footwear

Non-sheer hosiery to remain biggest attraction

Local brands to gain prominence in performance socks

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