



Apparel Accessories in Indonesia

November 2023

Table of Contents

Apparel Accessories in Indonesia - Category analysis

KEY DATA FINDINGS

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

Sports hijabs will meet the needs of active Muslim women

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

CATEGORY DATA

Table 1 - Sales of Apparel Accessories by Category: Volume 2018-2023

Table 2 - Sales of Apparel Accessories by Category: Value 2018-2023

Table 3 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 7 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 8 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 9 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 10 - Forecast Sales of Apparel Accessories 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 11 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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