



# Childrenswear in Indonesia

November 2023

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## Childrenswear in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slower growth in childrenswear in 2023

Comfort remains an important consideration for parents, but fashion is having a greater impact, due to rise of social media

Local independent brands continue to dominate the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Local brands will continue to dominate sales

Social responsibility will become more of a priority

Brand collaborations will gather pace, as Blibli links up with Lee Vierra Kids to launch its own children's swimwear collection

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/childrenswear-in-indonesia/report](http://www.euromonitor.com/childrenswear-in-indonesia/report).