



Euromonitor  
International

# Menswear in Indonesia

November 2023

Table of Contents

## Menswear in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Casual-inspired designs shape the menswear industry  
Local brands gain prominence, thanks to popularity of batik  
Rise of digital media contributes to growing male interest in fashion

#### PROSPECTS AND OPPORTUNITIES

Younger generation will drive future growth in menswear  
Uniqlo to continue as leading player, thanks to its innovative marketing approach  
Collaborations between brands will give players access to untapped audiences

#### CATEGORY DATA

Table 1 - Sales of Menswear by Category: Volume 2018-2023  
Table 2 - Sales of Menswear by Category: Value 2018-2023  
Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Menswear: % Value 2019-2023  
Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023  
Table 7 - NBO Company Shares of Men's Outerwear: % Value 2019-2023  
Table 8 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023  
Table 9 - NBO Company Shares of Men's Swimwear: % Value 2019-2023  
Table 10 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023  
Table 11 - NBO Company Shares of Men's Underwear: % Value 2019-2023  
Table 12 - LBN Brand Shares of Men's Underwear: % Value 2020-2023  
Table 13 - Forecast Sales of Menswear by Category: Volume 2023-2028  
Table 14 - Forecast Sales of Menswear by Category: Value 2023-2028  
Table 15 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028  
Table 16 - Forecast Sales of Menswear 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 17 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 18 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 19 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 20 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 21 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 22 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 23 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 24 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 25 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 26 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 27 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 28 - 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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