



# Womenswear in Indonesia

November 2023

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## Womenswear in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slower growth for womenswear in 2023, as consumers remain cautious about discretionary spending

Modest wear and Korean fashion are key drivers of growth

Social media marketing remains important, especially when targeting younger consumers

#### PROSPECTS AND OPPORTUNITIES

Modest wear will represent a growing opportunity for womenswear businesses

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