



Euromonitor
International

Apparel and Footwear Specialists in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Category contraction due to performance of independent players
Another strong performance by Uniqlo, but tough period for Bata
Price discounts during seasonal periods, exclusive discounts and store re-branding

PROSPECTS AND OPPORTUNITIES

Increase in purchasing power in low- and middle-income segment to boost sales
Competition with retail e-commerce will drive improvements to in-store experience
Increase in selling space to provide additional in-store experience

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Retail in Indonesia - Industry Overview

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Outlet numbers stagnate in Indonesian retail
Different strategies offered by grocery retailers and non-grocery retailers
What next for retail?

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Informal retail
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