

Menswear in Indonesia

November 2023

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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

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