

Apparel Accessories in Indonesia

November 2023

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Apparel Accessories in Indonesia - Category analysis

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2023 DEVELOPMENTS

Decline in mask wearing has negative impact on sales

Hijabs cater to a variety of tastes and preferences

Pashminas are very much on-trend

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Burgeoning hijab movement will help to drive growth over the forecast period

Sports hijabs will meet the needs of active Muslim women

H&M will continue as leading player in highly fragmented marketplace

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