



Childrenswear in Indonesia

November 2023

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Childrenswear in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower growth in childrenswear in 2023

Comfort remains an important consideration for parents, but fashion is having a greater impact, due to rise of social media

Local independent brands continue to dominate the competitive landscape

PROSPECTS AND OPPORTUNITIES

Local brands will continue to dominate sales

Social responsibility will become more of a priority

Brand collaborations will gather pace, as Blibli links up with Lee Vierra Kids to launch its own children's swimwear collection

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