

Sportswear in Indonesia

November 2023

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Sportswear in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest sportswear enters the mainstream
Yoga and Pilates fuel growth in women's activewear
Sports footwear sees sales boosted by adoption of casual office dress codes

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Continuation of athleisure trend will contribute to healthy growth
Growing number of brands will look to penetrate modest sportswear
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