

Jeans in Indonesia

November 2023

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Jeans in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for lower-priced jeans declines in 2023, as consumers cut back on expenditure

Rise of planet-friendly denim

Uniqlo maintains its leadership, thanks to its broad range of products, quality image and competitive pricing

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with men's jeans leading the way

E-commerce will see further investment

Jiniso targets young Indonesians with high-quality offerings, while MAPI shelves collaboration with Pepe Jeans

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