



# Apparel and Footwear Specialists in Indonesia

March 2024

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## Apparel and Footwear Specialists in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Trend towards players working to enhance consumer experience through new store concepts  
First premium factory outlet opens in Indonesia  
Mitra Adi Perkasa retains its leading position

#### PROSPECTS AND OPPORTUNITIES

Uniqlo presents new collections in support of sustainability as fast fashion grows  
Cole Haan shows its commitment to sustainability through the Mission Green campaign  
Limited collection products can be a strategy to trigger hype and generate interest amongst consumers

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## Retail in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Retailer collaborations reap benefits and drive sales growth  
Warung digitalisation an important element of digital transformation in local retail  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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Seasonality  
Eid al-Fitr/Lebaran  
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Harbolnas (national online shopping day)  
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