



Menswear in Indonesia

February 2026

Table of Contents

Menswear in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fragmented competitive landscape enables brands to cater to polarised market

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation contributes to continued growth in value sales

Chart 2 - Uniqlo vs Erigo in Menswear Market Polarisation

Sustainability and inclusivity drive product innovation

Chart 3 - Uniqlo Redefines Menswear with Functional Fashion and Cultural Relevance

Incumbents experience stagnation, while challenger brands gain traction

Chart 4 - Erigo's Digital D2C Breakthrough in Menswear

WHAT'S NEXT?

Premium brands and local players set to drive value sales growth

Challenger brands expected to continue gaining popularity

Market polarisation anticipated to drive diversification in pricing strategies

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain their lead, but challengers are gaining traction

CHANNELS

E-commerce gains traction with live commerce and influencer marketing

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Consumer demand for affordability and functionality drives innovation

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Shifting consumer preferences and the rise of e-commerce drive apparel and footwear sales

Market polarisation shapes value sales growth

Chart 7 - Puma on Shopee Live

How digital-native challengers are reshaping the Indonesian landscape

Chart 8 - Erspo – From Local Sportswear to National Phenomenon

WHAT'S NEXT?

Consumers set to remain price sensitive, driving brands to adopt budget-friendly strategies

Global brands cater to growing consumer preference for sustainability

Chart 9 - Increasing Sustainability Focus by Global Brands

Omnichannel strategies are expected to become crucial

Chart 10 - Analyst Insight

COMPETITIVE LANDSCAPE

Indonesian brands pose competition for global incumbents

Emerging local brands capitalise on national pride and digital channels

CHANNELS

Offline retail remains dominant, while social commerce drives online sales

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Indonesia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Indonesia 2025

Chart 14 - Consumer Landscape in Indonesia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-indonesia/report.