

Fashion Buying: The Present and the Future

2024 Jakpat Survey Report



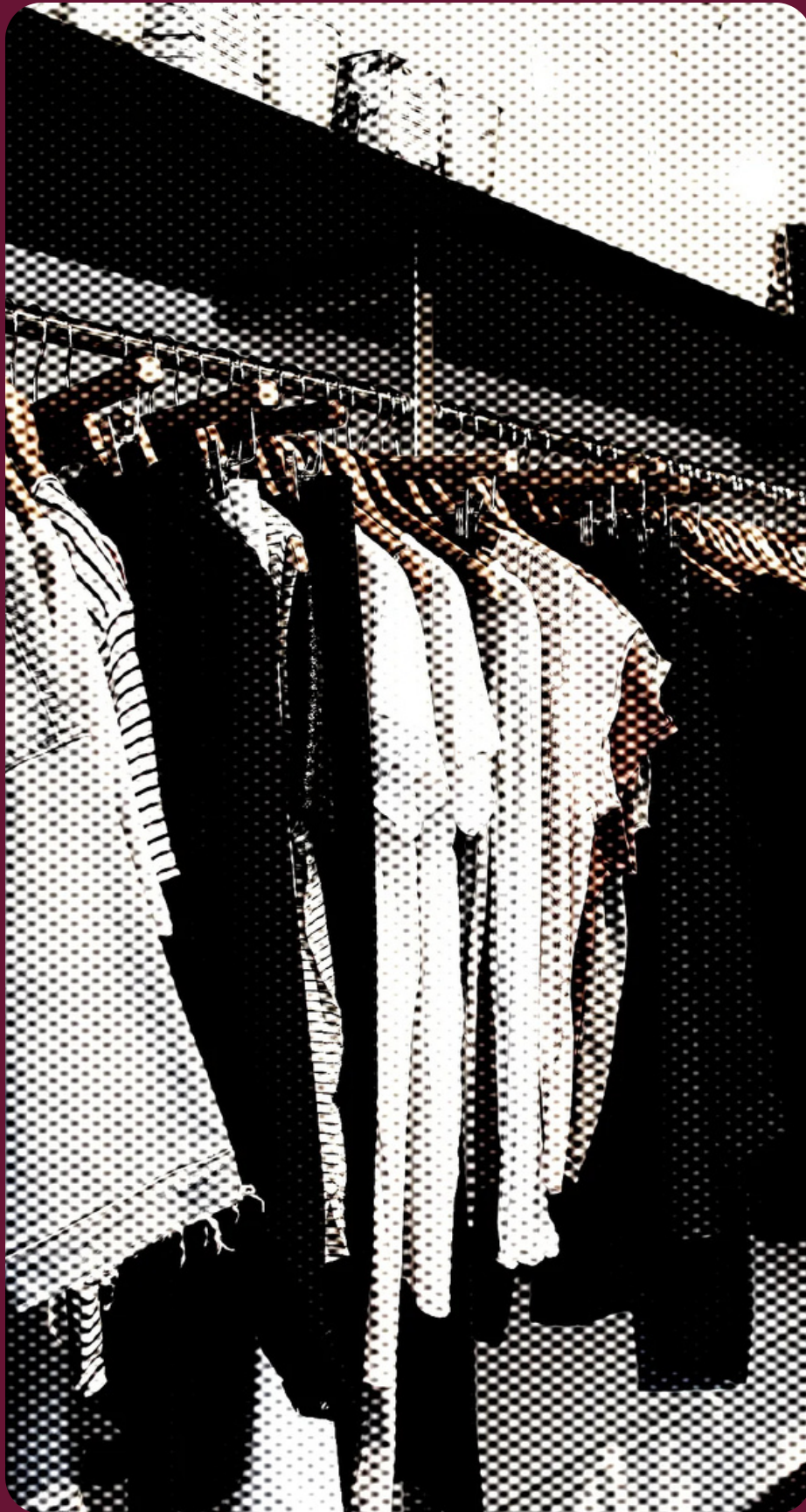
Forewords

Fashion products are always at the top of purchases. The 2023 Jakpat report shows* that purchases of fashion goods were 88%. Although the demand has decreased by 79%, purchases of fashion products are still number one.

Jakpat conducted a survey to find out the behavior and habits of fashion product buyers in Indonesia. The report, which involved 1168 respondents, shows what types of clothes were purchased in 2024, their level of satisfaction, and considerations in buying clothes.

*<https://insight.jakpat.net/fashion-trends-2023/>





Research highlights



Most respondents have bought casual clothes by 2024, while 5 out of 10 people plan to purchase formalwear.



9 out of 10 people purchased fashion products online, with most of them via e-commerce.



1 out of 4 people consider the price when buying footwear, followed by the size and the model.



3 out of 10 people find information about luggage from online articles.



More than half of respondents bought hats, but interest in buying watches is the highest.



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Research details

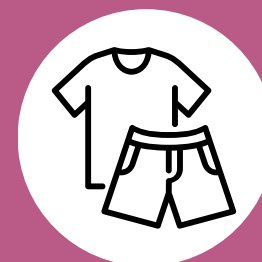


Data collection

- The survey was distributed to a total of 1168 respondents
- The data were collected from 23rd–24th of October 2024
- Margin of error below 5%
- The questionnaires were distributed via Jakpat mobile app
- Proportioned by Indonesian internet population

Research Objective

To understand buyers' behavior and attitude on fashion products, especially on:



Casual clothes



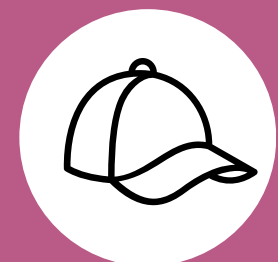
Footwear



Formalwear



Luggage



Accessories

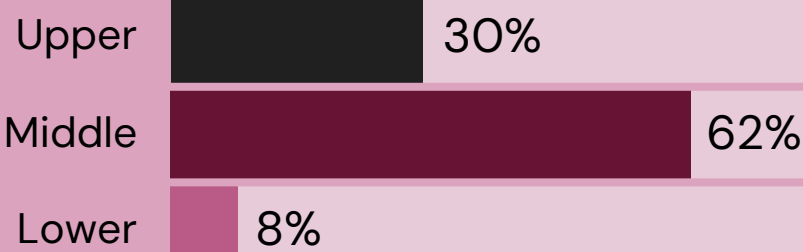
Demographic profile

n= 1168 respondents

Gender



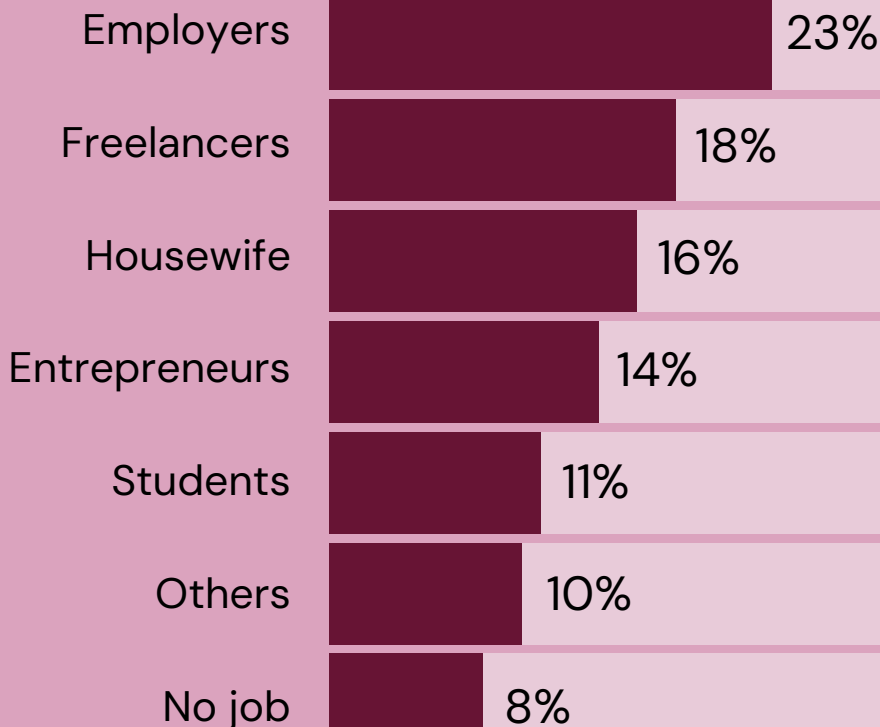
SES



Age cohort



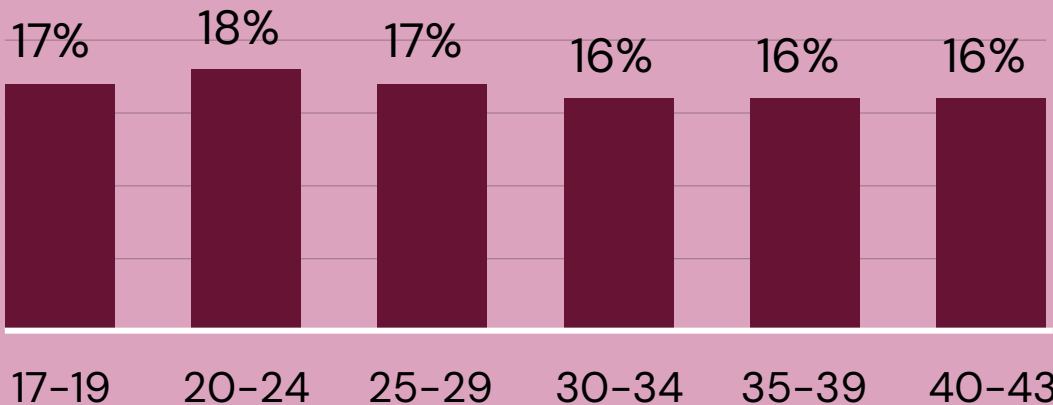
Occupation



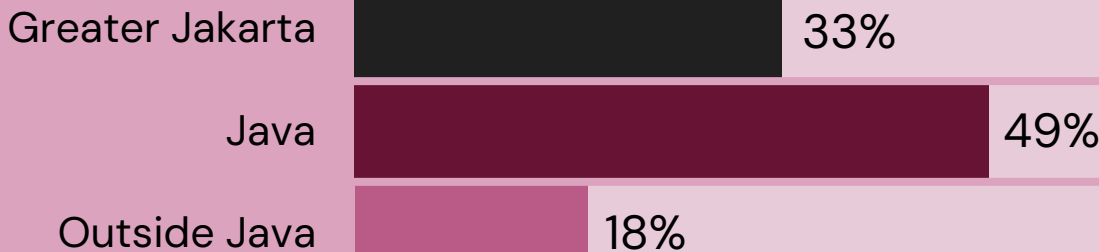
Parental status



Age group



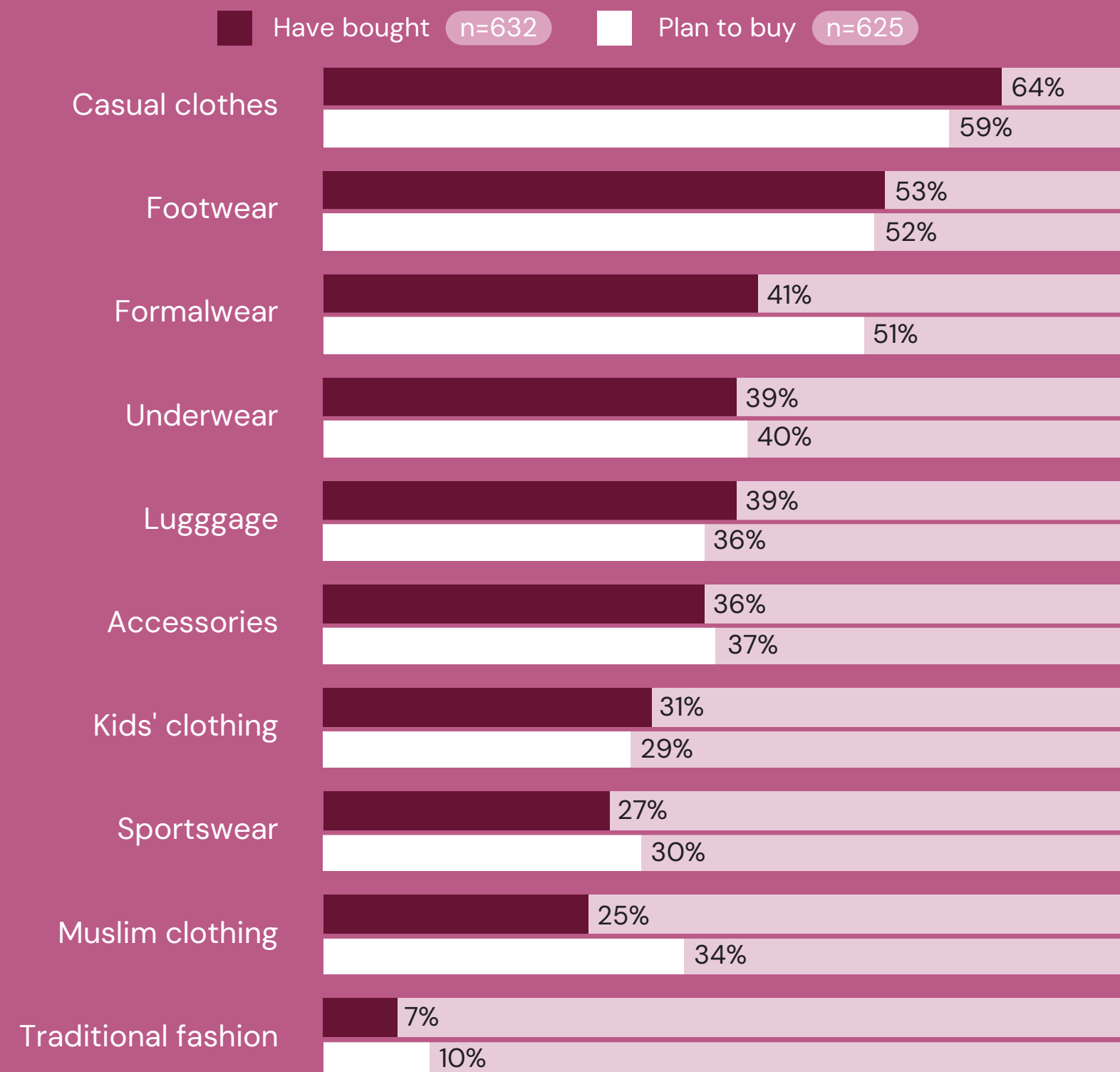
Area*



*Area

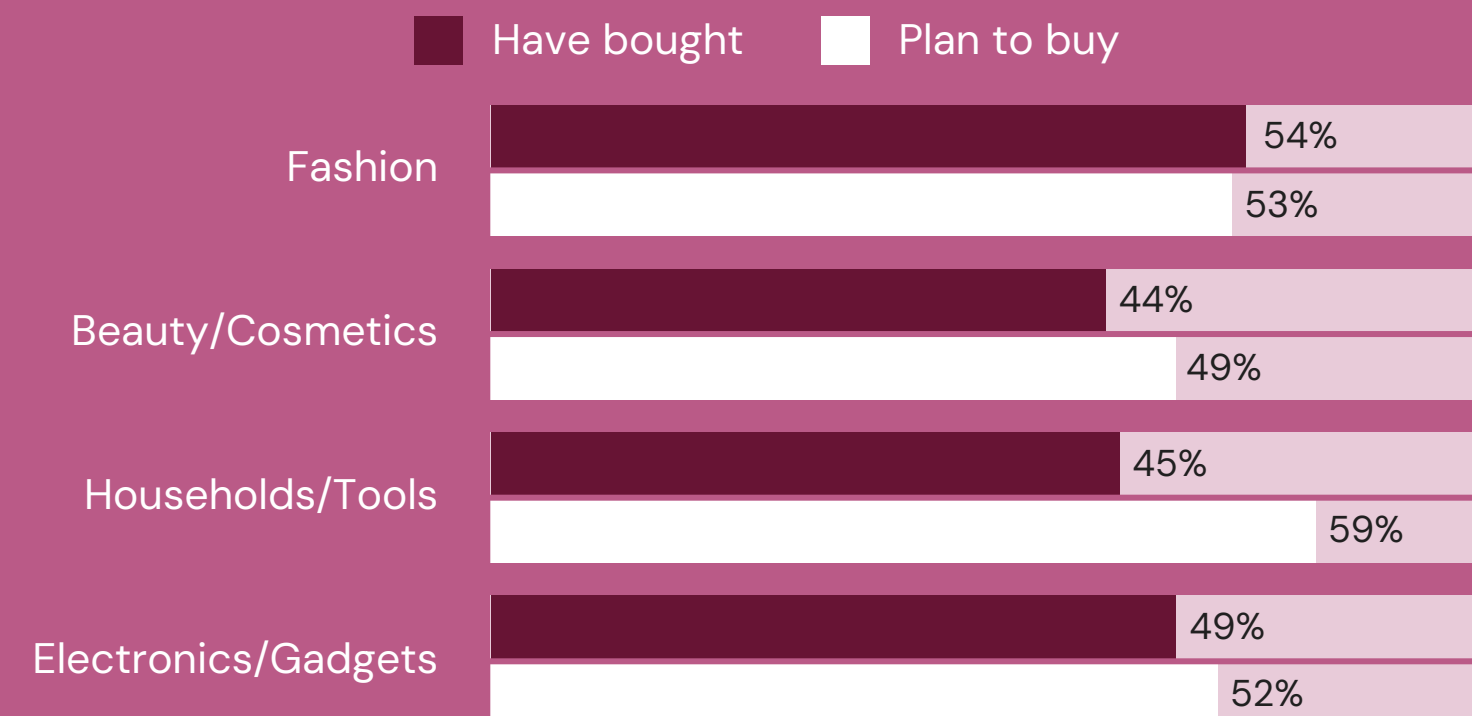
- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (except Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java: Big cities outside Java: Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

Types of fashion products



1 out of 2 people bought fashion products this year

Types of category



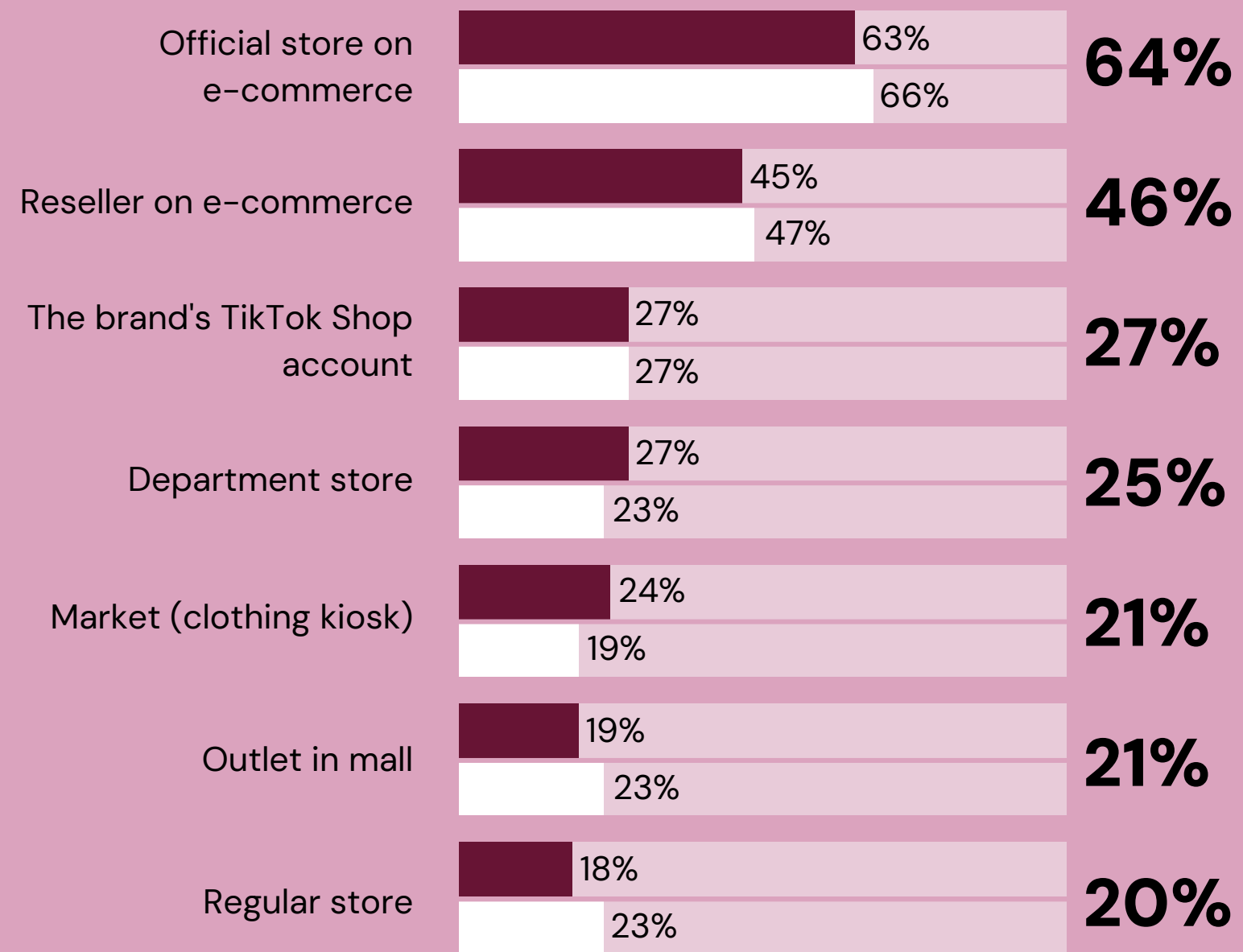
Over half of the respondents have bought and plan to buy fashion products. **Most respondents have bought casual clothes by 2024**, while 5 out of 10 people want to purchase formalwear for the next 6 months. In the meantime, interest in purchasing Muslim clothing in the future is higher than in purchasing sportswear.



Most of respondents bought fashion products online

Where the fashion products were bought

Male Female



E-commerce platforms to buy fashion products

n= 531 respondent bought fashion products via e-commerce



9 out of 10 people purchased fashion products online, with most of them via e-commerce. Meanwhile, a quarter of respondents love to shop for fashion products in department stores.

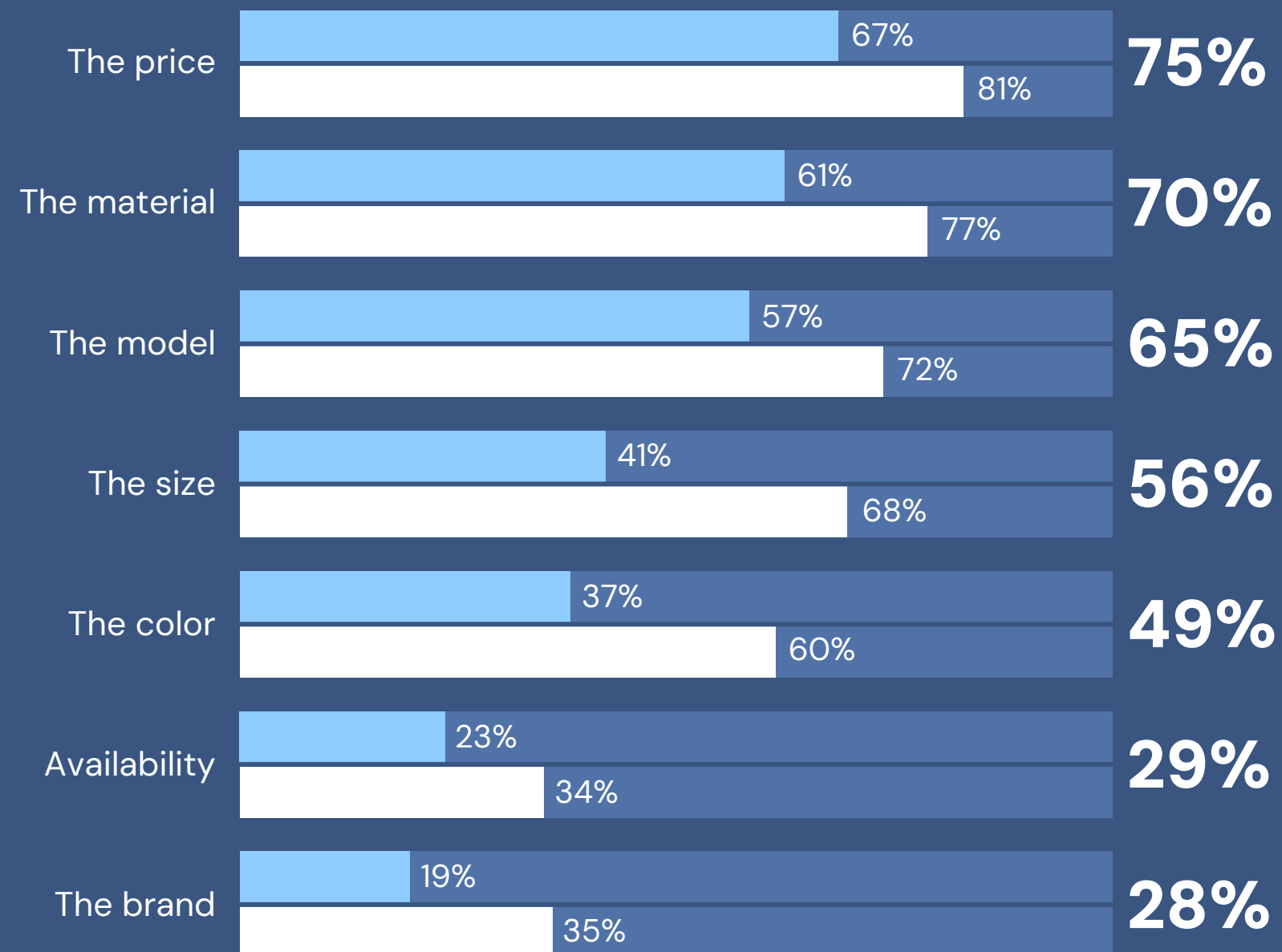
Shopee is named the most used e-commerce for online shopping for fashion products, with a significant percentage difference from Tokopedia and TikTok Shop.



75% of buyers focus on the price of casual clothes

Factors to buy casual clothes

■ Gen Z ■ Millennials



Level of satisfaction with current casual clothes



Most casual clothes owners are satisfied with the items bought this year.

The price is the main consideration when buying casual clothes, especially for Millennials. Meanwhile, 6 out of 10 Gen Z focus on the material when purchasing casual attire.

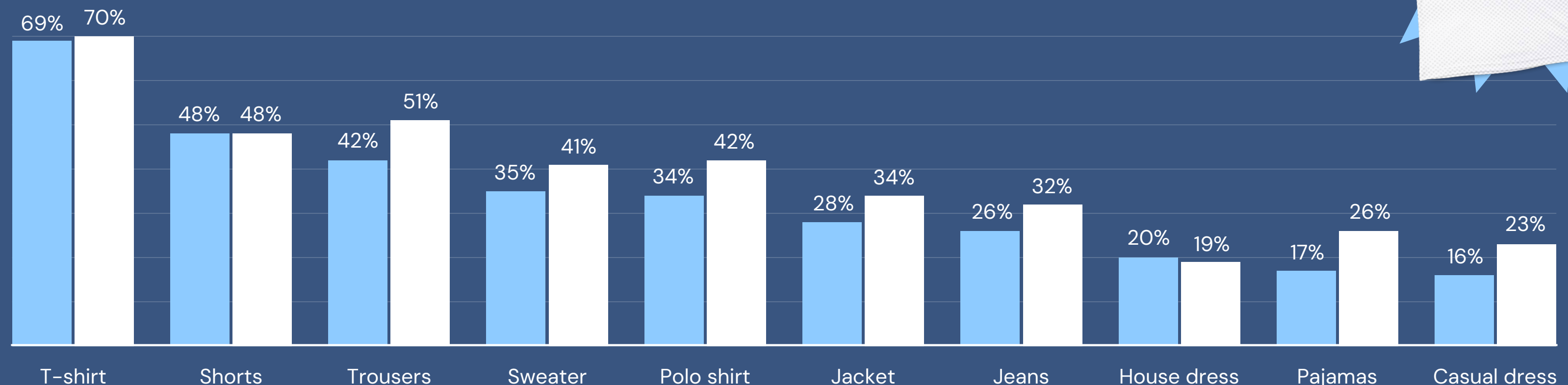


The most favorite casual clothes item is t-shirt



Types of casual clothes

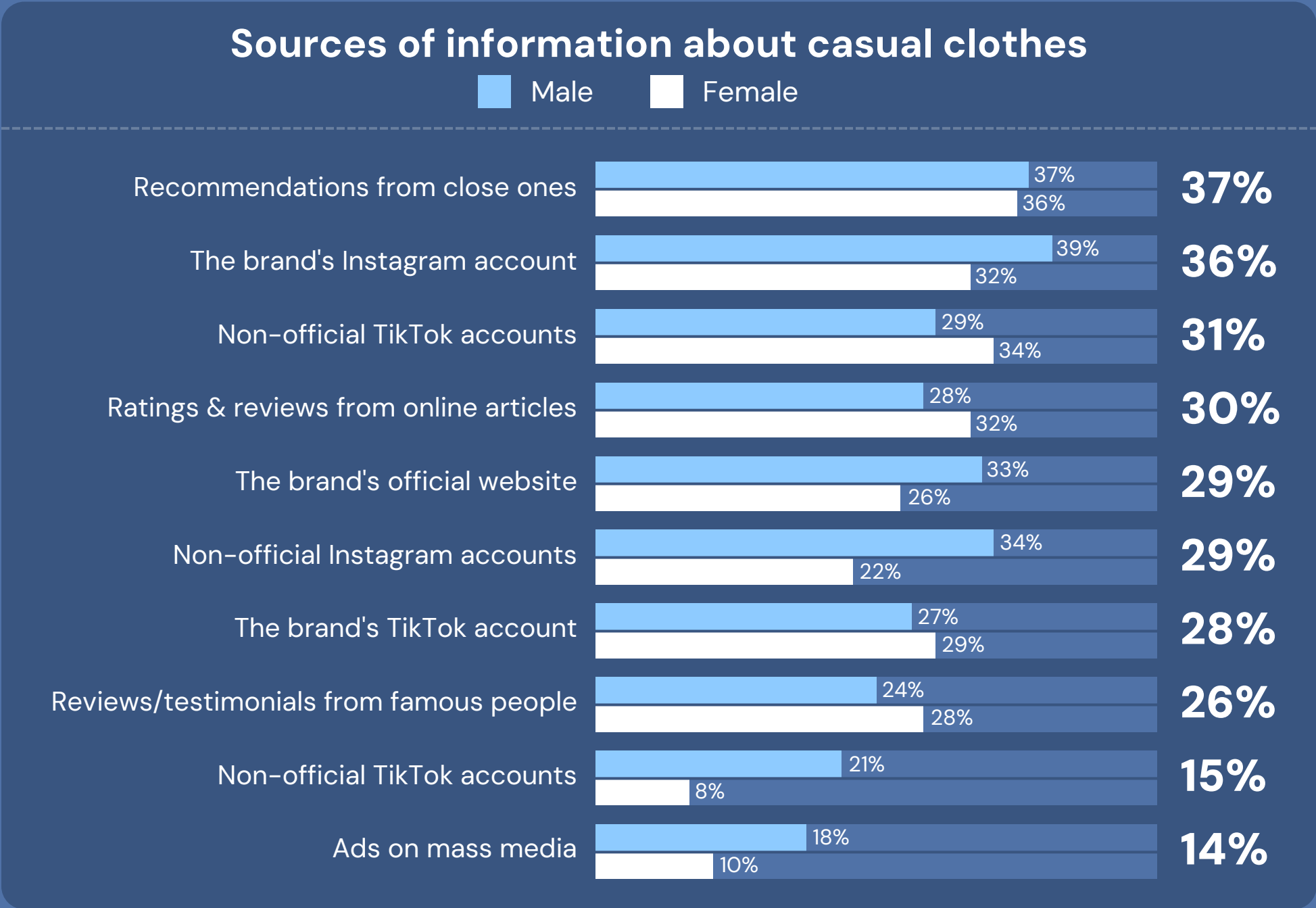
■ Have bought n=406 ■ Plan to buy n=370



It seems **t-shirts have become a primary fashion necessity** since many respondents have purchased or plan to buy this item. 1 out of 3 people have bought polo shirts while half of the respondents plan to purchase trousers.

Almost 50% of respondents bought jeans clothes for
IDR 250–500 thousand each

37% of respondents get information about **casual clothes** from people around



Recommendations from close people such as family or friends, are the most common reference when seeking information about casual clothes. The next is through social media, with **men prefer to get the information from Instagram** while women love to search from TikTok.

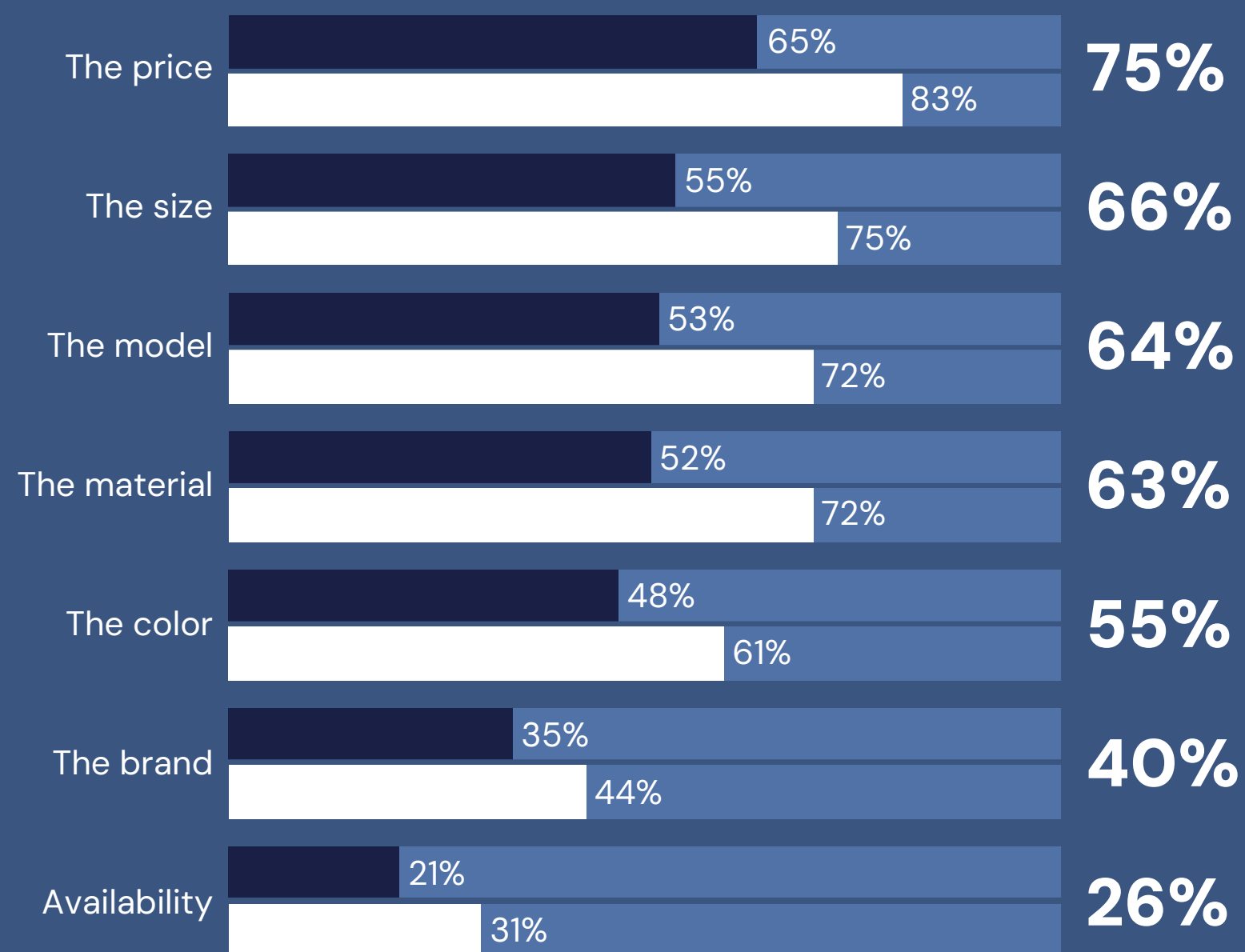


1 out of 4 people listen about casual clothes from famous people

2 out of 3 people consider about the size of **footwear**

Factors to buy footwear

■ Gen Z ■ Millennials



Level of satisfaction with current footwear

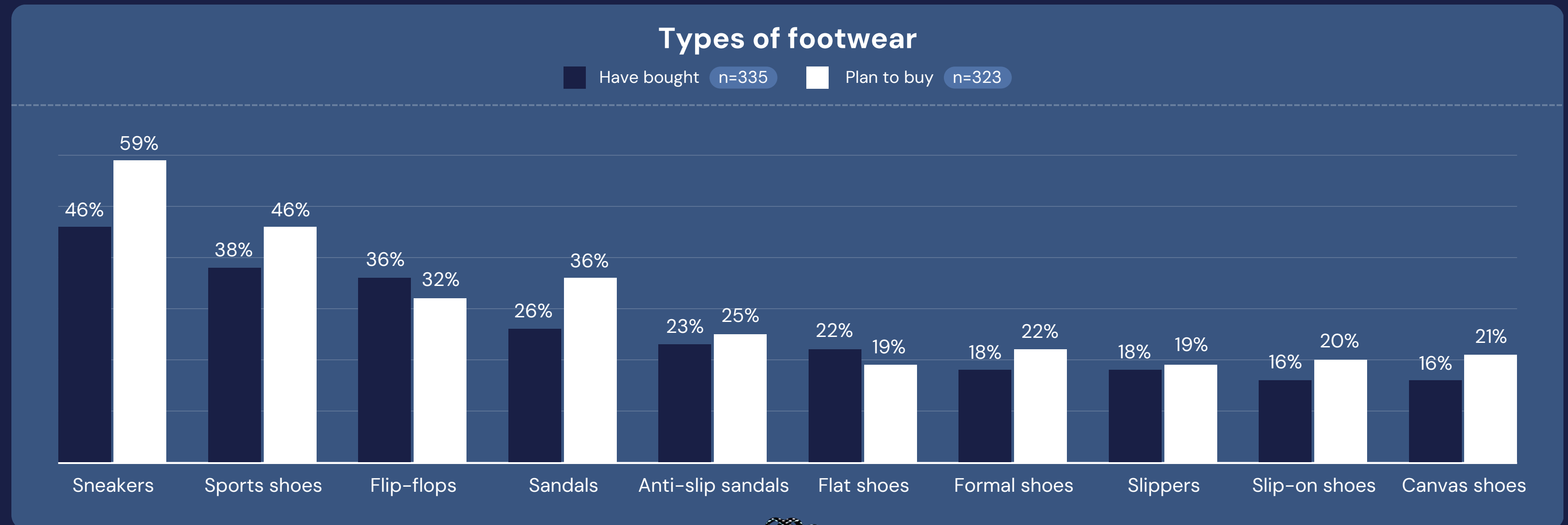


84% of footwear owners are satisfied with the items bought this year.

1 out of 4 people consider the price when buying footwear, followed by the size and the model. **72% of Millennials observe the material while purchasing the footwear item.**



The most wanted **footwear** to buy is sneakers



Almost half of respondents purchased sneakers and nearly 60% plan to buy them. Other items that are also highly interested in buying are sports shoes and sandals.

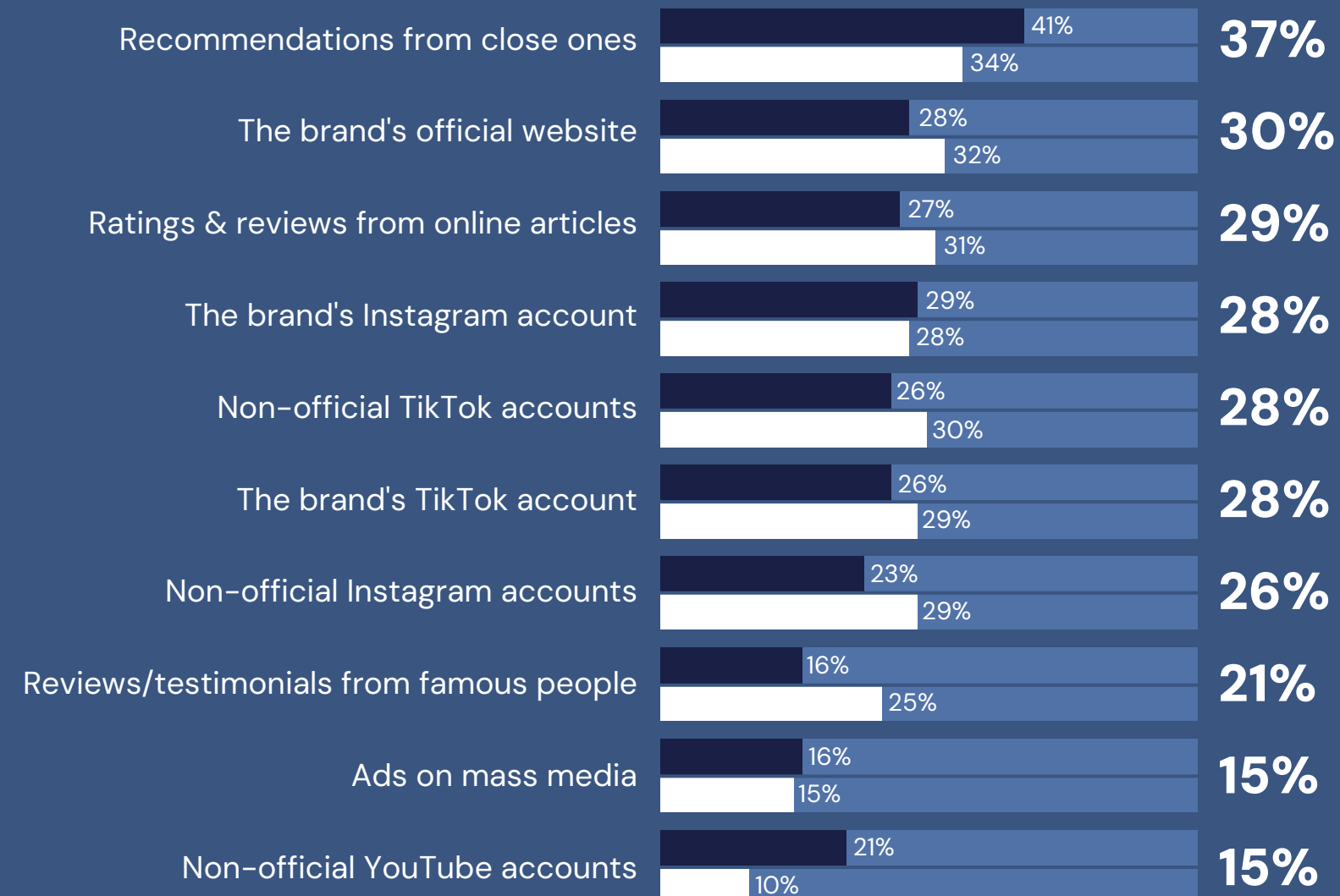


7 out of 10 respondents bought sports shoes for under IDR 500 thousand each

1 out of 5 people get information about **footwear** from famous people

Sources of information about footwear

■ Male ■ Female



3 out of 10 people get information about footwear on the brand's official website. Over 40% of men listen to people around them when buying footwear, while 1 in 5 women find out via non-official YouTube accounts such as reviewers or professionals.

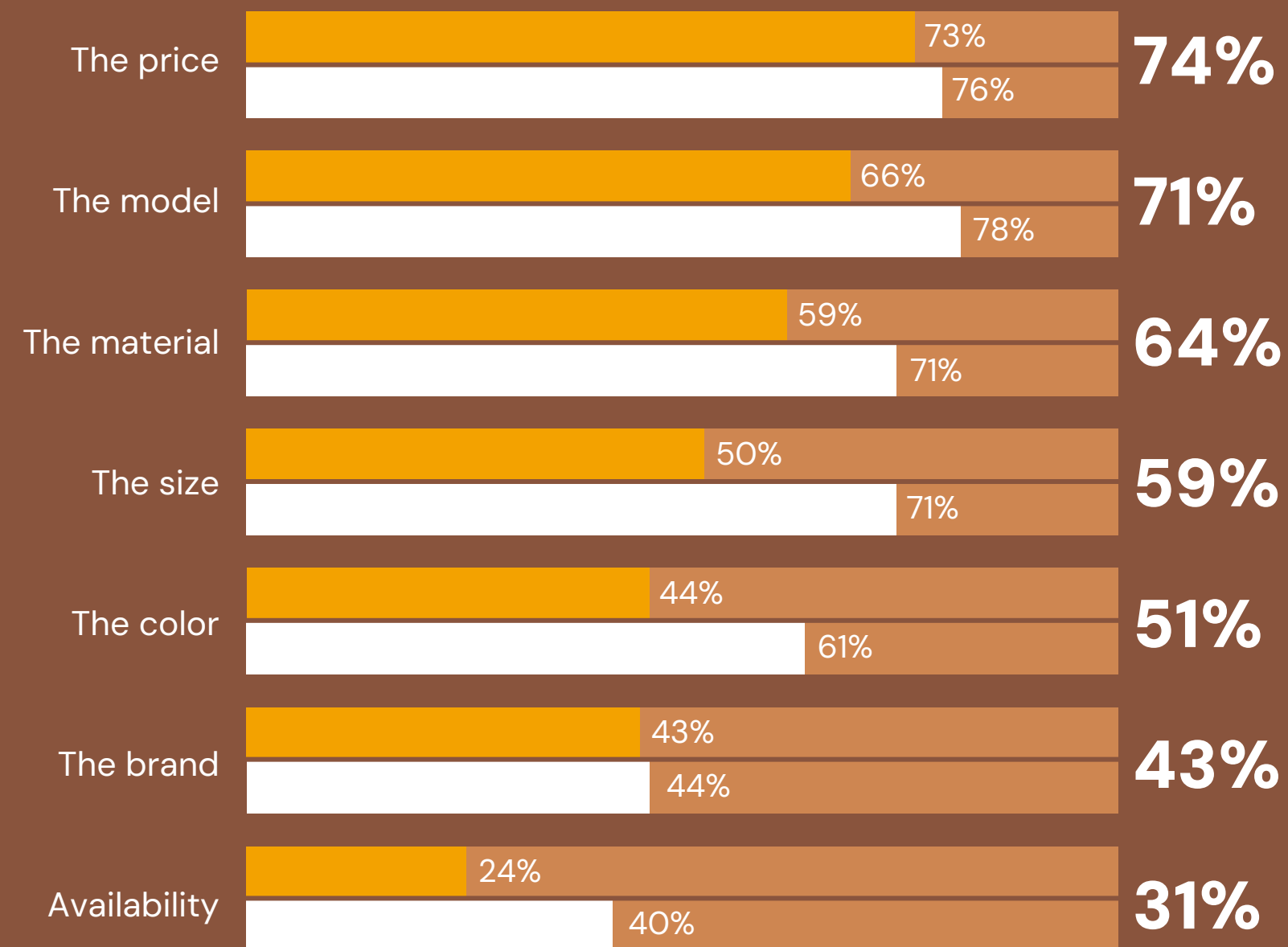
Nearly 30% of people rely on ratings & reviews from online articles when buying footwear



71% of people pay attention to **formalwear** models

Factors to buy formalwear

Gen Z Millennials



Level of satisfaction with current formalwear

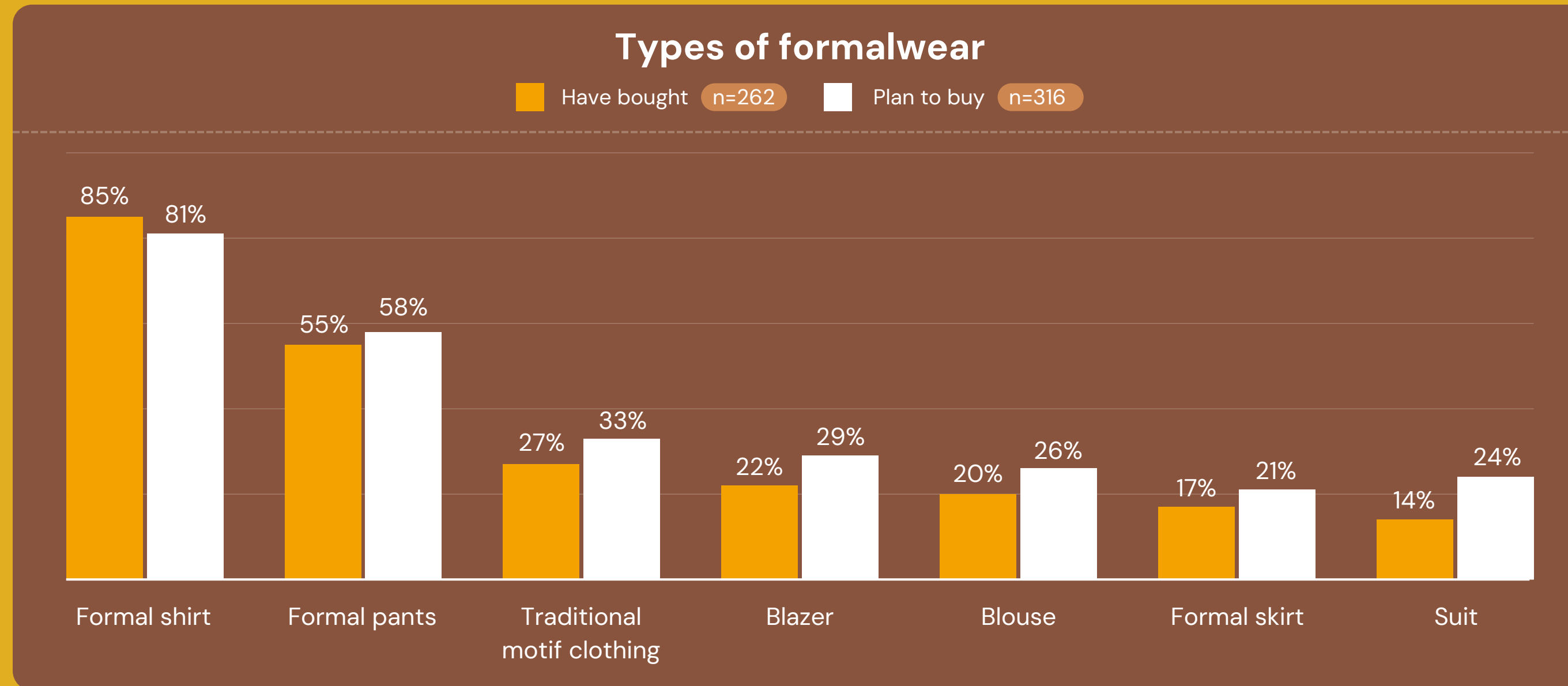


9 out of 10 formalwear owners are satisfied with the items bought this year.

3 out of 4 respondents consider the formalwear price, especially Gen Z. Meanwhile, **78% of Millennials mind the model when purchasing business attire.**

n= 262 formalwear buyers

6 out of 10 people plan to purchase **formal** pants



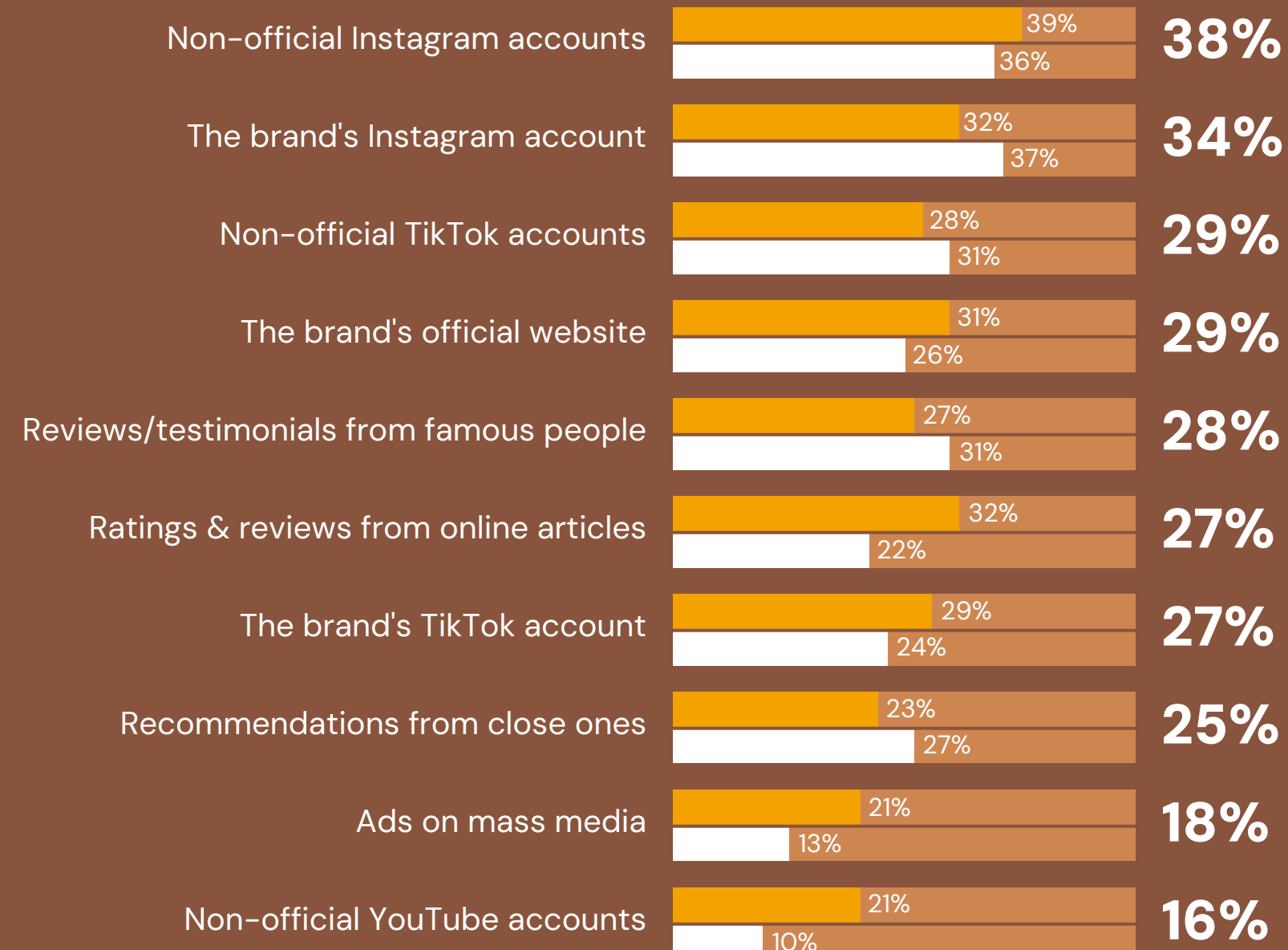
In general, the desire to buy formal clothing in the future is higher than the percentage of purchases this year. **More than 80% of respondents are interested in formal shirts**, both those who have bought or will buy.

42% of respondents bought suits for IDR 250–500 thousand each

Almost 40% of people find information about **formalwear** on Instagram

Sources of information about formalwear

Male Female



People are more likely to get information about formal wear through social media, especially Instagram. Some women also read reviews or testimonials from famous people such as artists, influencers, or public figures. Meanwhile, 32% of men find out from online articles.

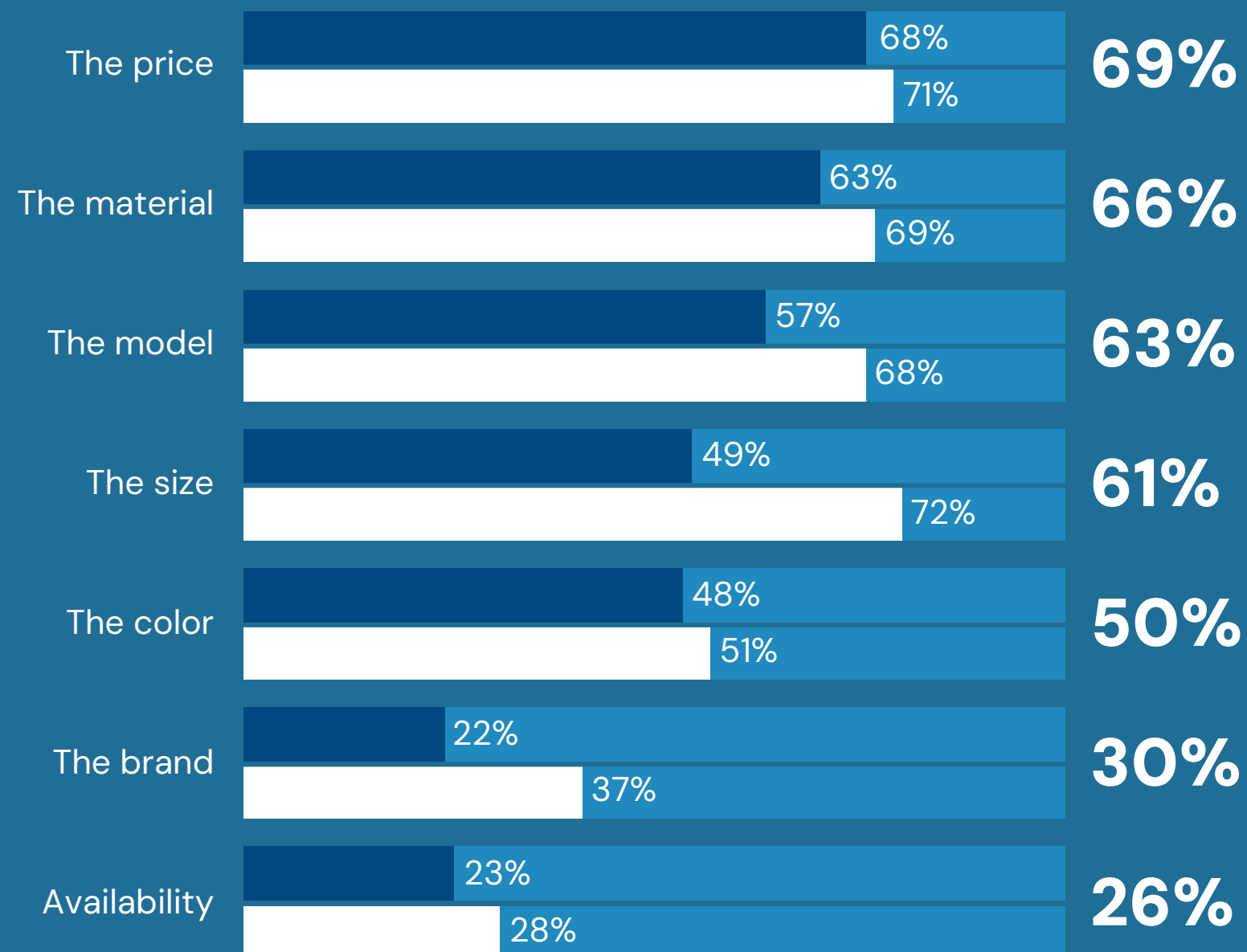


1 out of 4 people listen to recommendations from close ones when buying formalwear

50% of respondents consider color when purchasing luggage

Factors to buy luggage

■ Gen Z ■ Millennials



Level of satisfaction with current luggage

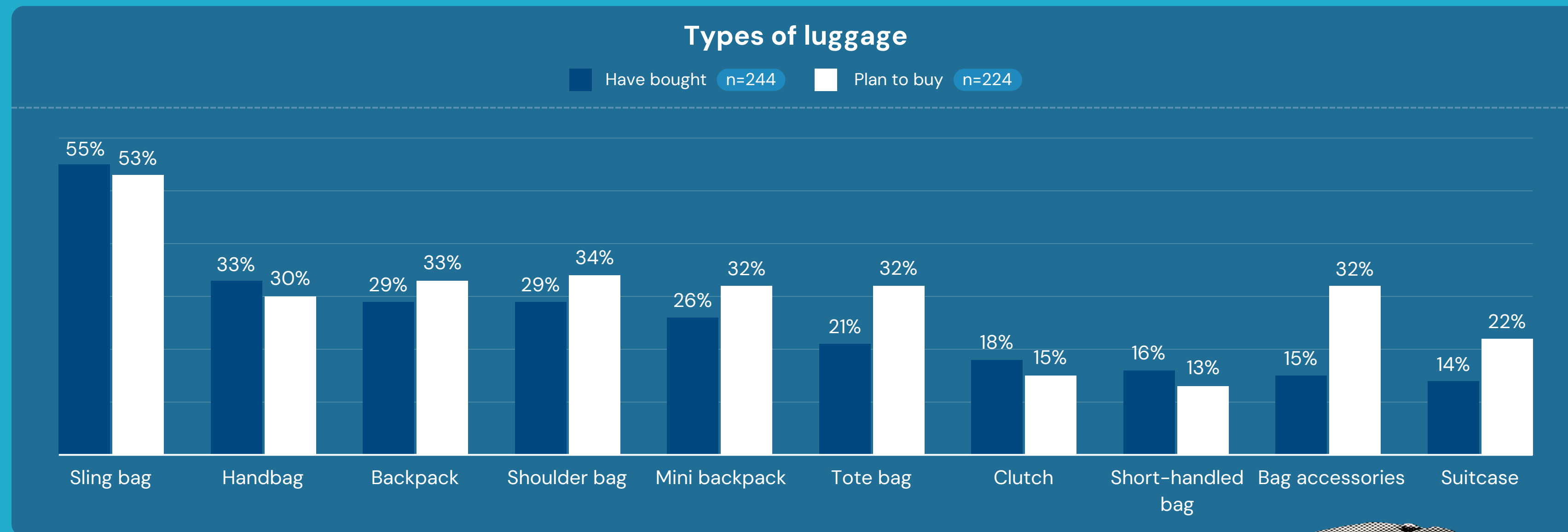


Most luggage owners are satisfied with the items bought this year.

The price is the biggest factor when buying luggage, followed by the material and the model. **72% of Millennials consider the size of the item,** while 48% of Gen Z on the color.

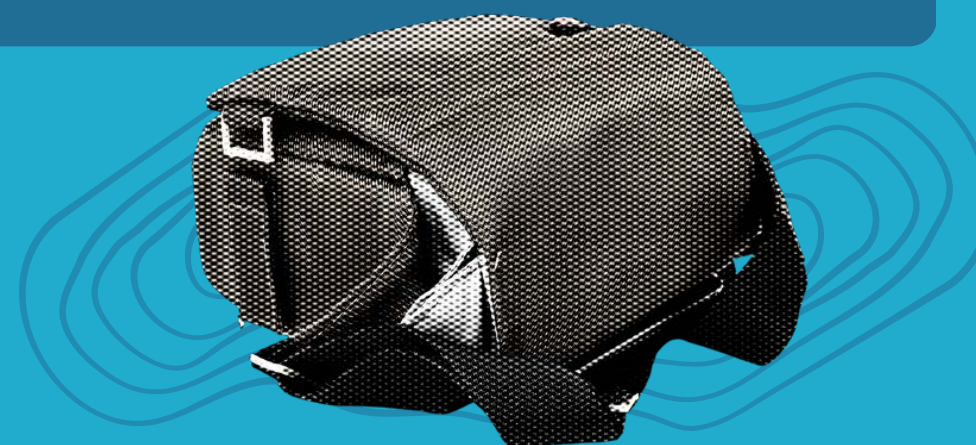


The sling bag is the most popular luggage



The sling bag is the most purchased luggage this year, followed by handbags and backpacks. **More than 30% of respondents plan to buy bag accessories next time**, such as bag charms or bag pins.

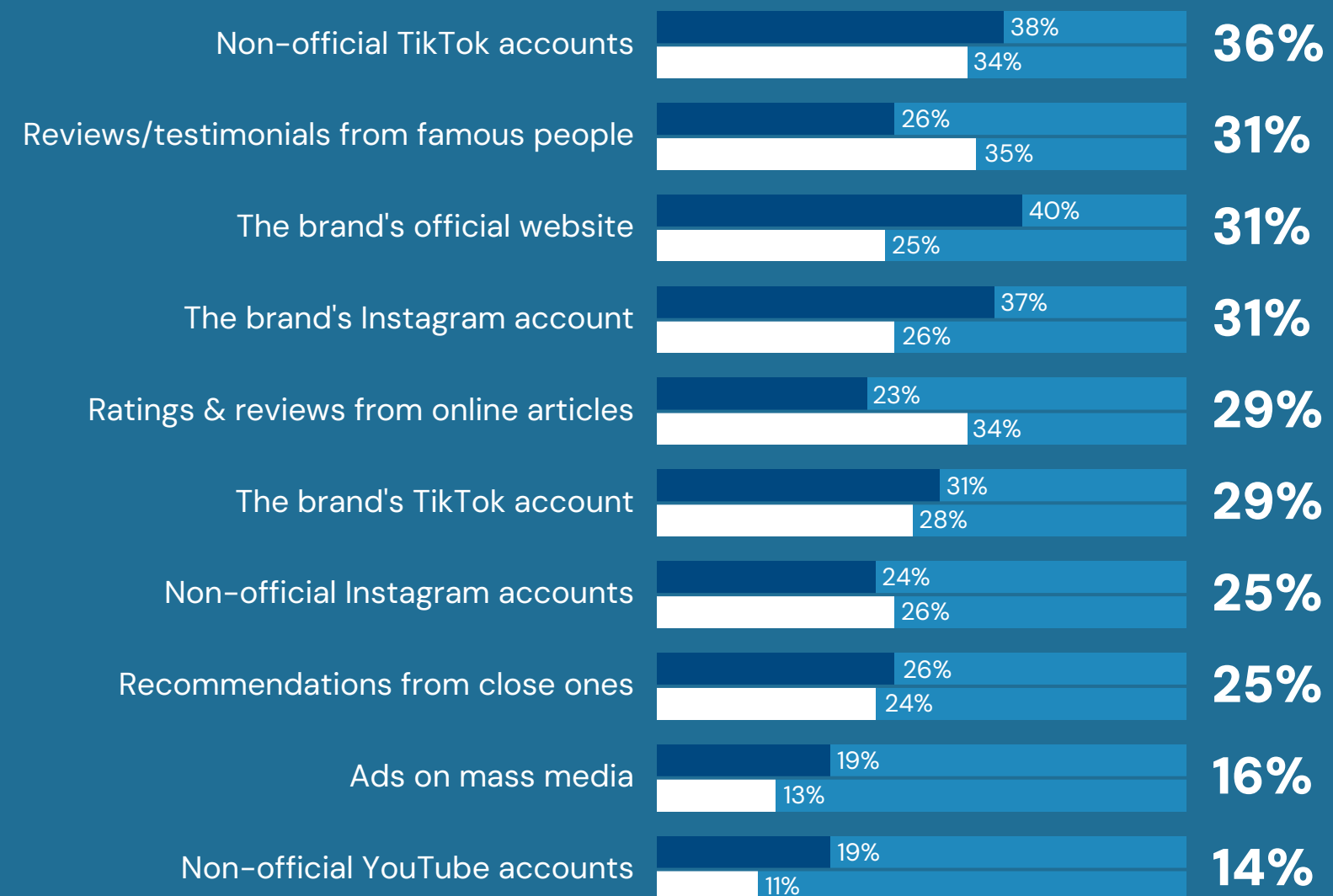
1 out of 4 respondents bought a suitcase for IDR 1–2,5 million



40% of men get information about **luggage** via the brand's website

Sources of information about footwear

■ Male ■ Female



More than 30% of people search for luggage information online.

Men tend to rely on non-official TikTok accounts and women pay attention to reviews/testimonials from famous people such as artists, influencers, or public figures.

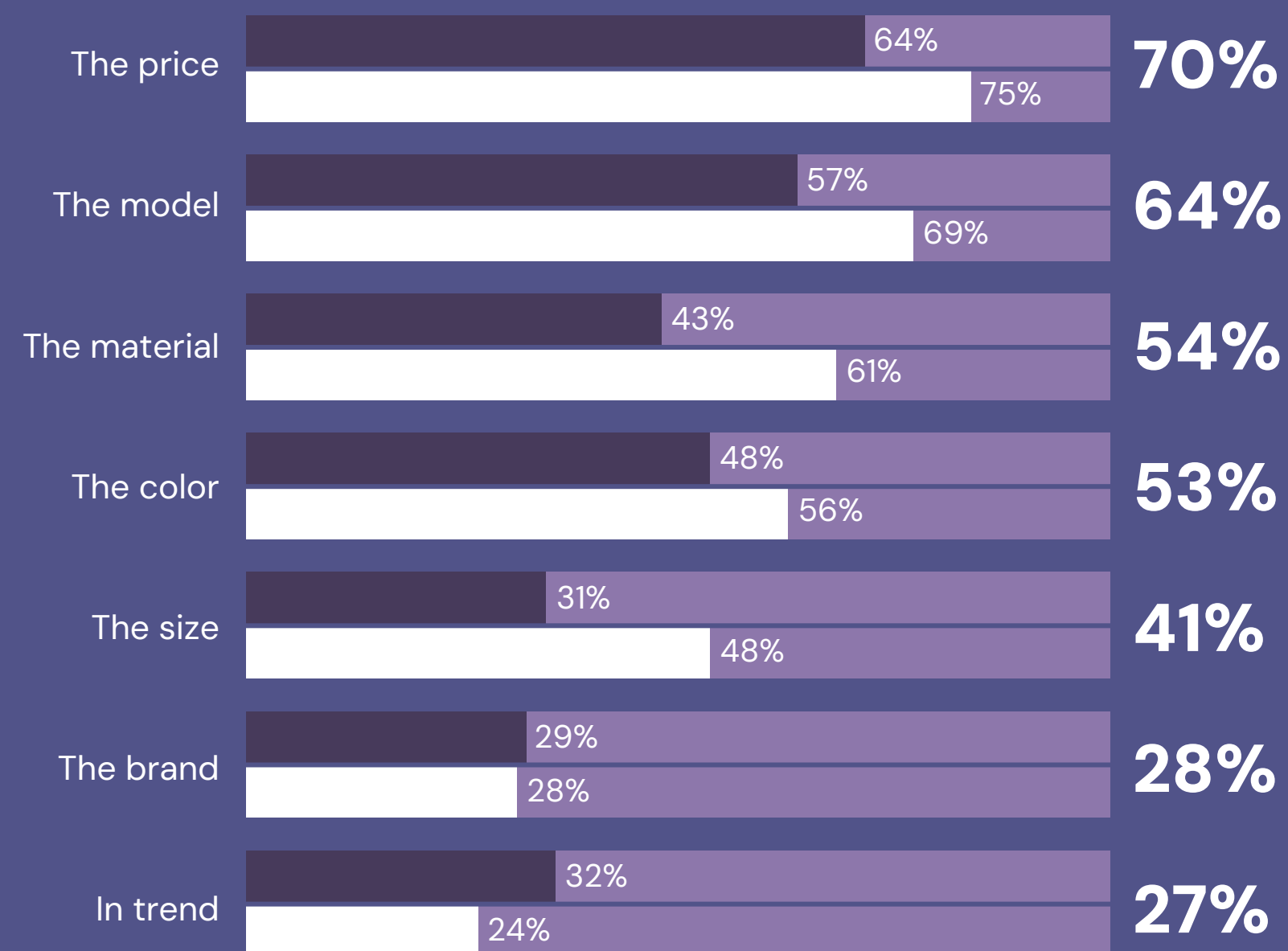


3 out of 10 people find information about luggage from online articles

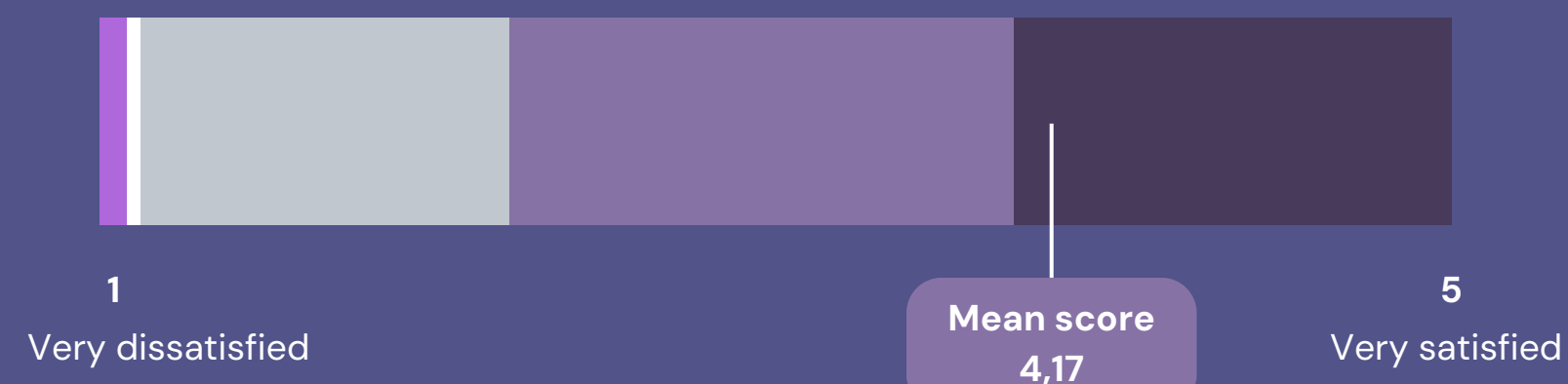
The price of **accessories** is a big consideration for Millennials

Factors to buy fashion accessories

■ Gen Z ■ Millennials



Level of satisfaction with current fashion accessories



8 out of 10 accessory owners are satisfied with the items bought this year.

7 out of 10 people said the price is the main consideration when purchasing fashion accessories, followed by the model and the material.

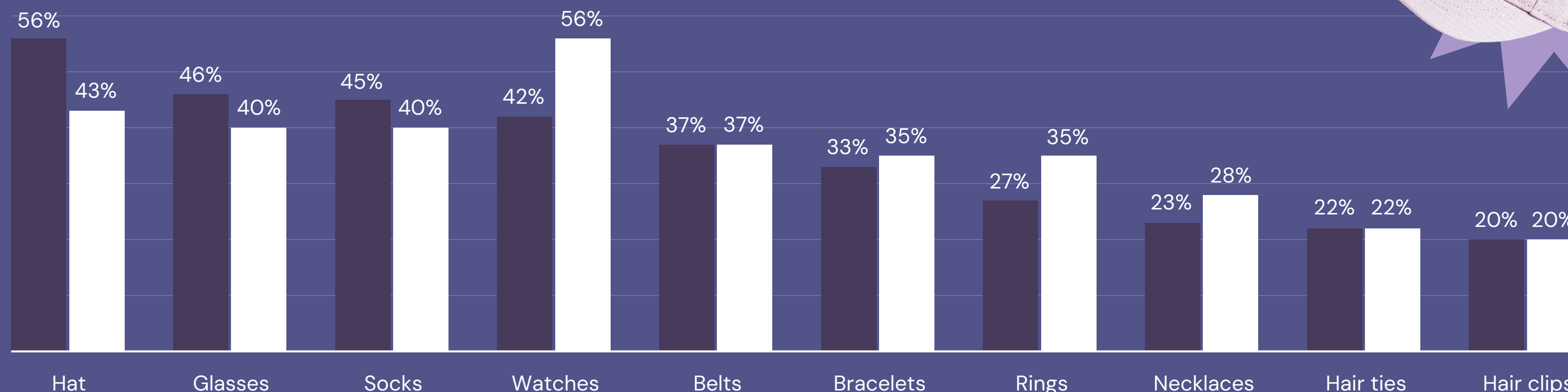
27% of respondents bought a particular accessory because it was trendy.

Watches are the most wanted **accessory** to buy



Types of fashion accessories

Have bought n=225 Plan to buy n=233



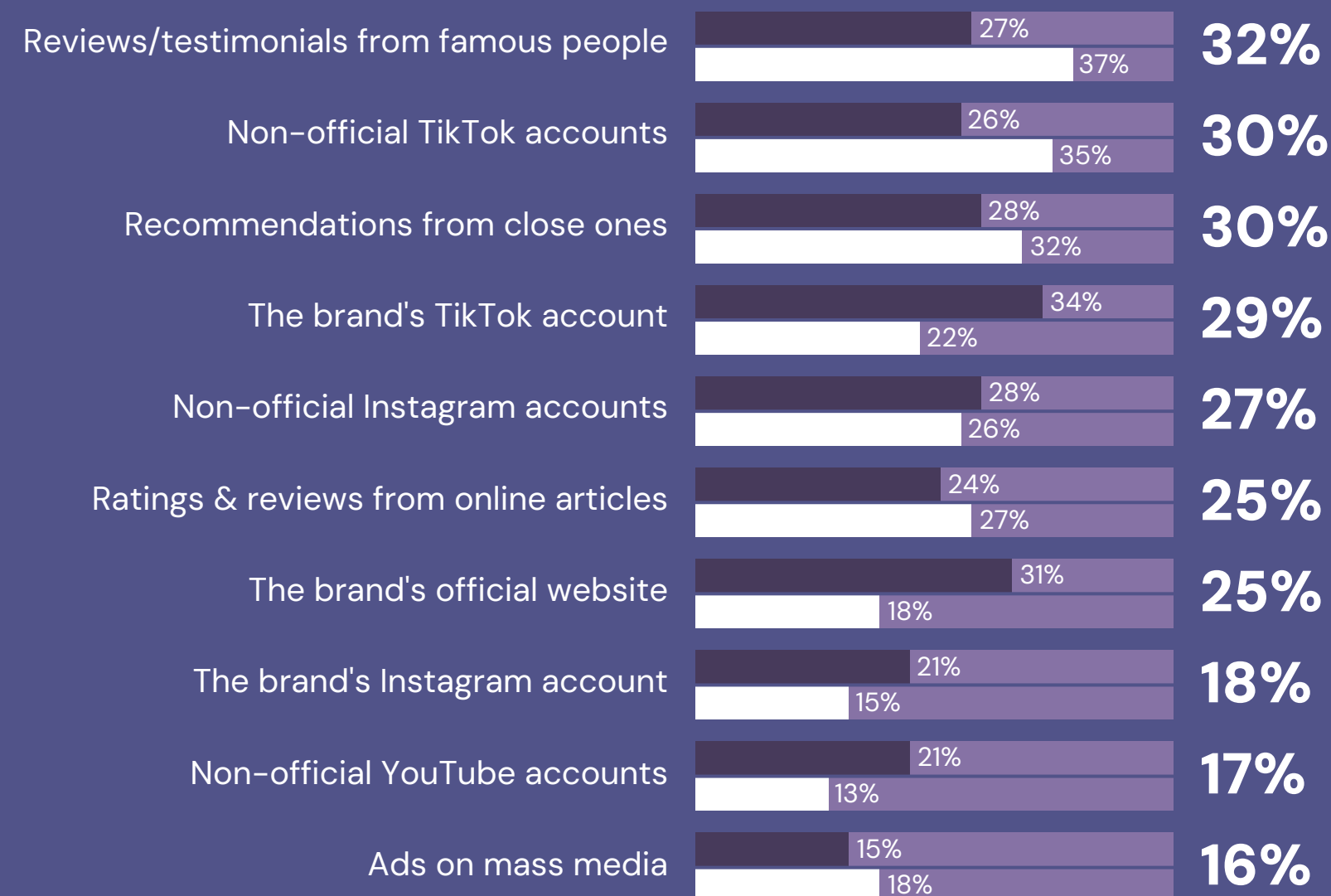
This year, more than half of respondents bought hats, but interest in buying watches is the highest. Other purchased accessories were glasses and socks. **1 in 3 people plan to buy a ring in the future.**

23% of respondents bought necklaces for IDR 1–2,5 million each

37% of women get information about accessories from famous people

Sources of information about fashion accessories

Male Female



More than 32% of accessory buyers tend to seek information about these items from reviews/testimonials from famous people. **Some of them also rely on TikTok, whether from the brand's account or not.**

A quarter of respondents find information about fashion accessories from the brand's official website

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