



**Euromonitor
International**

Personal Accessories in Indonesia

February 2026

Table of Contents

EXECUTIVE SUMMARY

Sales grow fuelled by digital innovation, sustainability and a strong rebound in tourism

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Market polarisation has a big impact on the market

Smaller brands gain market share through digital channels

Chart 3 - Local Brand Jims Honey Finds Success with Affordable, Stylish Bags and Wallets

Chart 4 - Ma.Ja Watch: Blending Indonesian Heritage with Sustainable Innovation

WHAT'S NEXT?

Bright outlook for personal accessories in Indonesia

Traditional and connected watches lead growth with cultural relevance and innovation

Domestic brands strengthen their market position through localised production

COMPETITIVE LANDSCAPE

Leading brands maintain share through segmentation and innovation

No significant mergers or acquisitions in 2025

CHANNELS

Jewellery and watch specialists lead offline sales

Retail e-commerce grows rapidly with digital platforms

Hybrid shopping behaviour emerges as a key trend

PRODUCTS

Gen Z drives demand for customisable and affordable products

Chart 5 - The Palace's "Simple & Timeless" Jewellery Attracts Gen Z Shoppers

Local brands innovate with sustainable and cultural themes

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Indonesia 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Indonesia 2025

Chart 9 - Consumer Landscape in Indonesia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of bags and luggage grow as competition intensifies

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Local brands thrive as market polarisation intensifies competition

Gen Z drives demand for functional and stylish bags

Chart 12 - Torch Targets Gen Z Consumers in Indonesia

Market polarisation impacts value growth

Chart 13 - Jims Honey Uses Cultural Storytelling to Drive Sales in 2025

WHAT'S NEXT?

Gen Z to continue driving demand for functional and stylish bags

Local brands and sustainability set to be a growing feature of the market

Market polarisation will continue to impact growth

Chart 14 - Premium Local Travel Bags vs Budget Backpack Brands

COMPETITIVE LANDSCAPE

Local brands gain share as market polarisation intensifies competition

Emerging brands and sustainability influencing the market

CHANNELS

Consumers prefer the tactile nature of in-store shopping

Retail e-commerce grows rapidly driven by online platforms and live commerce

Local brands and e-commerce drive market dynamics through innovation

COUNTRY REPORTS DISCLAIMER

[Jewellery in Indonesia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Younger consumers drive demand for trendy and affordable jewellery

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Gen Z driving growth with demand for affordable jewellery

Fine jewellery dominates the market despite challenges

Tariffs and supply chain pressures reshape market dynamics

Chart 17 - Gold Jewellery Prices Surge

Chart 18 - The Palace's "Simple & Timeless" Jewellery Attracts Gen Z Consumers

WHAT'S NEXT?

Local brands expected to thrive with customisable and affordable jewellery

Fine jewellery set to maintain its dominance due to its cultural significance

Personalisation and unisex designs offer further avenues for growth

COMPETITIVE LANDSCAPE

Leading manufacturers maintain share amidst changing landscape

Digital acceleration and changing consumer preferences creates new opportunities

Chart 19 - Lore Jewellery's Digital Rise

CHANNELS

Jewellery and watch specialists dominate sales

Retail e-commerce gains traction in fashion jewellery

Emerging trends in retail channels

PRODUCTS

Digital-native brands drive growth with affordable custom jewellery

COUNTRY REPORTS DISCLAIMER

[Traditional and Connected Watches in Indonesia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartwatches the main growth driver in 2025

Chart 20 - Key Trends 2025

Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury and budget watches drive market polarisation

Chart 22 - Indonesia's Growing Gap Between High-End and Mass-Market Watches

Connected watches lead growth with health-tech innovation

Travel and tourism supports growth and informs new product development

Chart 23 - Ma.Ja Watch: Blending Indonesian Heritage with Sustainable Innovation

WHAT'S NEXT?

Connected watches drive growth with health-tech innovation

Health-tech innovation, sustainability and exclusivity set to shape consumer preferences

E-commerce and local production to influence future sales

COMPETITIVE LANDSCAPE

Xiaomi and Samsung lead through innovation

No significant mergers or acquisitions in 2025

CHANNELS

Jewellery and watch specialists lead sales

Retail e-commerce drives growth in affordable connected watches

Omnichannel strategies bridge premium and affordable watch sales

PRODUCTS

Local brands drive innovation with cultural and sustainable touches

Chart 24 - Exclusive Watch Launches in Indonesia with Local Cultural Touches

Ma.ja Watch showcases blend of heritage and innovation

Chart 25 - Ma.Ja Watch: Blending Indonesian Heritage with Sustainable Innovation

COUNTRY REPORTS DISCLAIMER

[Writing Instruments in Indonesia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive year for writing instruments with sales driven by professionals and students

Chart 26 - Key Trends 2025

Chart 27 - Analyst Insight

INDUSTRY PERFORMANCE

Deli drives growth with strategic expansion and marketing

Chart 28 - Deli Stationery Making its Mark in the Indonesian Market

Sustainability concerns influencing new product designs

New innovations shaping and informing the market

WHAT'S NEXT?

Faber-Castell drives growth with sustainable innovation and education

Pens remain dominant as colouring drives growth

Sustainability and digital innovation set to shape future sales

COMPETITIVE LANDSCAPE

Faber-Castell leads through strategic investments and marketing

No mergers or acquisitions, but innovation drives future growth

CHANNELS

Other non-grocery retailers lead with established presence

Retail e-commerce gains traction through its offer of convenience and variety

No emerging retail brands or concepts identified

PRODUCTS

Faber-Castell drives innovation with AR-enhanced products

Chart 29 - Faber-Castell Launches AR-Enhanced Learning Tools for Indonesian Students

Kenko leads sustainability efforts with eco-friendly products

Chart 30 - Kenko Eco Promotes Green Innovation in Writing Instruments

COUNTRY REPORTS DISCLAIMER

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/personal-accessories-in-indonesia/report.