



trade with remarkable indonesia

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EDITOR'S DESK

Dear Valued Readers,

Clothings is a very important item for a baby who grows rapidly during its early years of development which requires the parents to keep buying new clothes. Baby clothes needs to have a high quality especially material wise because a baby' sking is still sensitive, very thin and prone to allergies. Other than materials, the design of baby clothes must also pay attention various factors such as temperature and weather to keep a baby warm.

With the development in fashion world, baby clothing is also now available in various types, designs, sizes and colors. Parents are no longer only prioritize the comfort of baby clothing but also want their babies to look more modern and wear the latest trend in clothing. Cultural difference also plays a role in choosing baby clothing which led to high demand in the international market.

Indonesia is known as a leading garment producer and is supplying baby clothing to the international market. Indonesia is listed in the Top 10 of baby clothing exporter. With the implementation of the Indonesian National Standard (SNI), Indonesia has the potentials to have a stronger position because the quality of Indonesian baby clothing is guaranteed.

The December edition of Export News discusses various aspects of Indonesian baby clothing from export development to other important information which prospective buyers need to know to conduct business deals. As usual, we also include a list of companies exporting baby clothing.

Thank You



hot issue

"MINI ME" FASHION FOR **ADORABLE BABIES**

All families are waiting for a baby to be present among them and in certain groups or ethnics, the baby' sex determines the lineage line of the father or mother. Parents tend to be protective on their babies

due to their fragile natures against the outside world. Parents' greatest concerns are clothing and food for their babies.

Hot Issue

Baby clothing is a primary need which is used especially to keep the babies warm. However, currently baby clothing is no longer just a necessity but also the manifestation of the parents' "creativity" who want to dress up their babies so that they can be presented in a more adorable way by following the current trend. Parents have started to pay attention on designs, colors and types of baby clothing in accordance to the event, while keeping in mind the baby's comfort. It is not unusual that parents have prepared baby clothings with various cute colors and designs before the babies are even born.

Indonesian designers are following the trend of baby clothing and fully understand what the parents want by designing various baby clothings with soft colors and gorgeous design. In general, baby clothing is categorized based on sex, age, and usage, whether it is a formal or a relaxed event.

The current trend among parents is "mini me" in which parents want to dress their babies in a similar way with what the parents wear, both color and design. The trend is usually according to the sex a baby girl will dress similar to her mother and a baby boy to his father. However, mothers do more of the "mini me" trend to their daughters as women clothings are far more varied than for men. It is not uncommon for parents to dress their babies with tuxedo and bow tie or mini dress, to name a few examples.



Lower Birth Rate, Bigger Market



Market **Review**

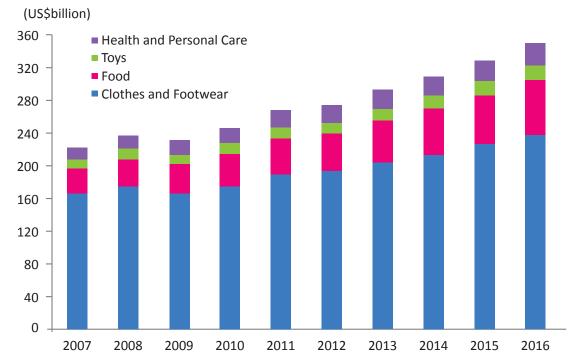
The market size of baby clothing is determined by two things, that is birth rate or the number of babies in a family and parents' purchasing power. In general, the tendency is the higher the birth rate, the bigger the market size of baby clothing because parents will spend more to buy clothes for their babies. The trend is, however, shifting that despite lower birth rate, the market size for baby clothing products is getting even bigger.

Parents with smaller number of babies tend to spend more money in clothes. They want various designs of baby clothing for their children so that the babies look modern and follow the current trend.

Most consumers of baby clothings are focused on the brands of baby clothings they are buying. They believe that well-known brands guarantee the quality of clothes that their babies will wear. Parents surely want the best products for their babies especially when the products have direct contact with the skin of their babies. Parents are looking for these brands as a guarantee that their babies are safe from threats such as irritation caused by low-quality materials and coloring agents which may contain hazardous materials.

Baby clothing industry is predicted to grow further because the market is keep largening and not saturated. In 2017, the market value for children wear is estimated to be US\$173.6 billion. Other than not being saturated, the market is also not affected by global financial crisis or a country's weakened economy. Although the fashion world is very dynamic, baby clothing is not easily out-dated or become out of fashion because this product is bought out of necessity and not mere on desire. The following is the growth forecast for baby clothing market as published by Euromonitor International:

Global Retail Sales of Products Specified foe Babies and Children



Note: Estimate/forecast from 2012 Source: Euromonitor International



Baby clothing is grouped in Harmonized System (HS) 6111 and 6209. Just like other garment products, Indonesia is also a major supplier of baby clothing products to the international market. The following is the list of baby clothings exported by Indonesia:

NO.	HS	COMMODITY			
1	6111200000	Babies garment&clothing accessorie, knitt/crochet, of cotton			
2	6209209010	Babies garmnt&cloth accessri,of cotton, oth wear,suit,pant&similr articl			
3	6111900000	Babies garment&clothing accessorie, knitt/crochet, of oth txtl mtrl			
4	6111300000	Babies garment&clothing accessorie, knitt/crochet, of synthtc fibres			
5	6209209090	Babies garmnt&cloth accessri,of cotton, oth wear,oth thn suit,pant&similr articl			
6	6209202000	Babies' t-shirts, shirts, pyjamas, napkins (diapers), & similar articles of cotton			
7	6209900000	Babies garment&clothing accessries, of oth textiles materials			
8	6209302000	Babies' t-shirts, shirts, pyjama, napkins & similar articles of synthetic fibres			
9	6209303000	Babies clothing access of synthetic fibers			
10	6209301000	Babies' suits, pants & similar articles of synthetic fibres			

No.	Countries	Exported value (US Dollar thousand)					Trend %	Growth	Share %
		2010	2011	2012	2013	2014	(10-14)	% (13- 14)	(2014)
	All Countries	7.327.329	8.185.862	8.216.195	9.241.167	10.133.628	8,00	9,66	100
1	China	3.116.868	3.293.389	3.039.725	3.294.531	3.467.378	2,16	5,25	34,22
2	India	506.285	701.792	704.681	941.636	1.006.426	18,15	6,88	9,93
3	Bangladesh	92.042	105.330	782.041	939.192	1.003.907	100,71	6,89	9,91
4	Cambodia	58.085	127.670	130.741	205.939	382.924	52,96	85,94	3,78
5	Hong Kong, China	637.360	559.426	484.256	432.629	353.496	-13,38	-18,29	3,49
6	France	315.284	352.239	307.833	323.127	315.397	-0,85	-2,39	3,11
7	Viet Nam	85.351	98.721	111.012	173.669	307.093	36,69	76,83	3,03
8	Indonesia	94.819	123.931	179.476	194.261	242.984	26,26	25,08	2,40
9	Germany	191.983	242.749	192.779	228.542	242.230	4,13	5,99	2,39
10	Spain	161.693	186.758	180.595	225.515	240.143	10,29	6,49	2,37
	OTHER COUNTRIES	2.067.559	2.393.857	2.103.056	2.282.126	2.571.650	3,96	12,69	25,38

Source: ITC calculations based on UN COMTRADE statistics, prepared by DGNED

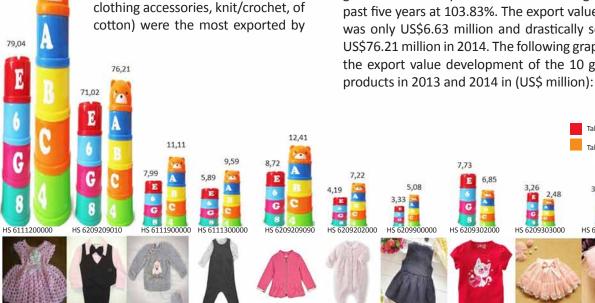
Indonesia ranks the 8th as the exporting country of baby clothing to the world with a market share of 2.40% as listed in the table below. Indonesia enjoyed a positive trend in the five-year period of 2010-2014 of 26,26%. Indonesian export of baby clothing was increased significantly from US\$94.82 million in 2010 to US\$242.96 million in 2014.

Out of the 10 groups of baby clothings exported to the international market, products grouped under HS 6111200000 (Babies' garment & clothing accessories, knit/crochet, of cotton) were the most exported by

Indonesia with a trend of 33.01% in the 2010-2014 period. In 2010, the export value was only US\$31.75 million strongly increased to US\$109.39 million in 2014. In January-September 2015 the export value jumoed by 1.08% when compared to the same period in 2014.

The second most exported group was HS 6209209010 (Babies garment & clothe accessories, of cotton, other wear, suit, pant & similar article). While the export value was lower from the previous group, the growth trend of export value was much higher in the past five years at 103.83%. The export value in 2010 was only US\$6.63 million and drastically soared to US\$76.21 million in 2014. The following graph shows the export value development of the 10 groups of products in 2013 and 2014 in (US\$ million):

Tahun 2013 Tahun 2014



Source: Central Board of Statistics, prepared by DGNED

109.39

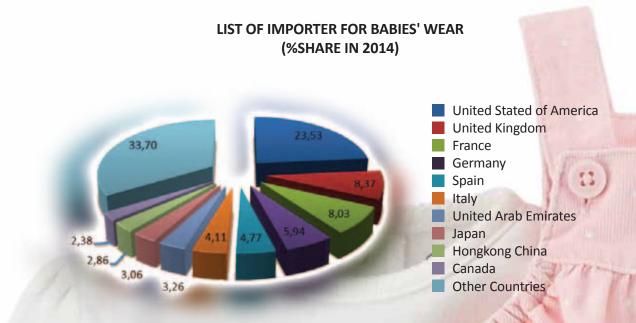
Indonesian baby clothing products have been exported to the various countries in the world with countries located far away as the main customers. In January-September 2015, the United States dominated the destination market with an export value of US\$143.13 million or 73.24% from Indonesia's total export of baby clothing products in the period. The figure represented an increase of 20.23% when compared to the same period in 2014. Other major destination countries for Indonesian baby clothings were China with a share of 2.85% from Indonesia's total export followed by Canada (2.85%), Japan (2.66%), the United Kingdom (2.48%), the United Arab Emirates (2.02%), Germany (2.02%), Italy (1.73%), Hong Kong (1.21%), and Singapore (1.06%). Among the 10 largest destination countries, export of baby clothings to Singapore enjoyed the largest increase at 49.82% when compared to the same period in the previous year.

On the other hand, the world's import of baby clothings also kept growing in the past five years. The import was US\$9.28 billion in 2010 and increased with a tred of 1.02% with an import of US\$10.29 billion in 2014. The United States was still the world's largest customer for baby clothings. In

2014, the United States imported US\$2.42 billion or 23.53% from the world's total import. This figure represented an increae of 0.80% from 2013's import. and showed that the United States still has high demands for baby clothings and it is estimated that the demand from the United States will still increase.

Other major importers of were the United Kingdom with an import of US\$860.93 million or a market share of 8.37%, France with an import of US\$825.76 million (8.03%), Germany which imported US\$610.84 million (5.94%), Spain with US\$490.32 (4.77%) and Italy with US\$423.26 million (4.11%). The following graph shows the market share of major importing countries of baby clothings in 2014:

"Babies garments and clothing accessories of cotton, knitted" was the most imported group in 2014 with an mport value reaching US\$6.21 billion or 60.36% from the total import of baby clothing. The value was an increase of 3.80% when compared to the import value in 2013. Other most imported group was Babies garments and clothing accessories of cotton, not knitted" with an import of US\$ 1.94 billionbn or 18.82% from the world's total import of baby clothing.



Source: ITC calculations based on UN COMTRADE statistics, prepared by DGNED

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