

Indonesia's fashion jewelry and accessories industry has been exhibiting continued growth in annual exports over the past three years.

The development is driven by revitalized demand from major markets such as the US, which is gradually recovering from the global economic crisis. Shipments to emerging destinations such as the Asia-Pacific region, the Middle East and South America are also increasing.

The industry relies on a number of strengths to keep up with growing turnover and cope with intense competition from other sourcing centers in Asia. The most important of these is accessibility to various types of natural materials that result in designs not readily available from other supply hubs. Companies also generally have low MOQs, which provides flexibility to customers.

Key findings

1. Suppliers of fashion jewelry and accessories from Indonesia generally expect to keep prices stable in the next six months in an effort to ensure competitiveness and gain new customers from alternative markets. Some companies intend to raise quotes, however, due to increasing raw material costs.
2. Fashion jewelry is the industry's largest segment in terms of foreign revenue. It accounts for more than three-quarters of total turnover and has been growing by an average of 20 percent every year since 2009.
3. The most critical challenge confronting makers is the difficulty in establishing a stable client base in new markets they plan to expand to. Manufacturers typically have limited budgets and skill in export promotion, which reduces opportunities for further development. Cutthroat competition with China also presents a hurdle to domestic SMEs.
4. Product quotes are generally determined by the material used. Plant-based components such as fiber are incorporated in low-end items. Midrange models are typically made of synthetic leather, wood and marine-derived inputs. High-end releases utilize animal skins and hides.
5. Prevailing designs feature seascape and indigenous motifs. Fashion accessories made of fabric or leather are often decorated with batik.
6. Fashion jewelry and accessories are available throughout Indonesia, although the major sourcing hubs are located in Java and Bali.

Objective, methodology & scope

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

This Indonesia Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Indonesia in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of fashion jewelry and accessories available in Indonesia, including bracelets and chokers, bags and wallets, headwear and neckwear, and belts. Each product category has its own price guide that describes the features of low-end, midrange and high-end models.

In this report

- 15 in-depth company profiles
- 15 short company profiles
- 229 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within Indonesia.

The Products & Prices section details the features and price ranges of fashion jewelry and accessories. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.