

Indonesia Boosts Growth of Sports Industry Sector



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Indonesia's Ministry of Industry said on Wednesday that the domestic sports equipment industry has strong growth potential, driven by rising exports, job creation, and contributions to regional economies.

Reni Yanita, director general of small, medium and various industries, said the sector has recorded steady growth over the past five years, reflecting increasing global demand for Indonesian products.

She noted that exports grew by 11.3 percent in 2025, reaching key markets including the United States, Japan, South Korea, the Netherlands, and the United Kingdom.

To further strengthen the industry, the ministry is promoting business matching under the Indonesia Sport and Active Wear program. The initiative connects manufacturers with buyers and partners while improving product quality, innovation, and market access.

Reni said the sector shows strong potential for continued expansion if supported through quality improvement and wider market outreach efforts.

The government emphasized that collaboration between industry players and policymakers remains essential for long-term global competitiveness.