



# Microwaves in Indonesia

December 2023

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## Microwaves in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Urbanization and modern lifestyles drive demand for microwaves

Cultural preferences and power limitations present challenges to development of microwaves

Sharp maintains its leading position by offering diverse range of models catering to different consumer budgets

#### PROSPECTS AND OPPORTUNITIES

Urbanisation will be key growth driver, alongside manufacturer investment in new product innovation

Affordability will be key as competition increases

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