



Euromonitor
International

Appliances and Electronics Specialists in Indonesia

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another year of growth, with value sales from smartphones the biggest contributor
Outstanding performance by Erajaya Swasembada Tbk PT
Massive cut price promotions in response to weakening consumer purchasing power

PROSPECTS AND OPPORTUNITIES

Smartphones to remain key, while retailers focus on outlet expansion
Appliances and electronics specialists to benefit from sticky consumer habits
Feature innovations to encourage consumers to upgrade their electronic products, while shopping festivals and roadshows to boost value sales

CHANNEL DATA

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Retail in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: Resilient growth amidst a challenging operating environment
Outlet numbers stagnate in Indonesian retail
Different strategies offered by grocery retailers and non-grocery retailers
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Eid al-Fitr/Lebaran
- School holidays
- Harbolnas (national online shopping day)
- Christmas

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- **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.

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