



Euromonitor
International

Home Improvement in Indonesia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement’s growth is driven by housing projects, sustainability trends and rising DIY culture
Satya Langgeng Sentosa retains lead of fragmented competitive landscape, supported by strong presence in floor covering
Distribution of home improvement diversifies as DIY culture, convenience, and digital innovation reshape shopping habits

PROSPECTS AND OPPORTUNITIES

Urbanisation and new capital to drive steady growth in home improvement, with floor covering set to record further dynamic growth
Housing shifts reshape demand for diverse home improvement solutions in local market
Smart innovation set to transform the future of home improvement in Indonesia

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Home and Garden in Indonesia - Industry Overview

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DISCLAIMER

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