



Homewares in Indonesia

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in homewares supported by ongoing home-cooking trends
Consumers shift to sustainable materials when purchasing dinnerware
Consumers influenced by social media to buy multifunctional kitchenware

PROSPECTS AND OPPORTUNITIES

Homewares set to maintain positive sales, thanks to baseline demand
Sustainability trends set to continue in homewares over the forecast period
Durability of homewares will remain important – especially in light of family gatherings and celebration occasions

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DISCLAIMER

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