



Home Furnishings in Indonesia

May 2024

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Home Furnishings in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cultural emphasis on communal gatherings and outdoor leisure boosts home furnishings

Indoor furniture sales supported by rising consumer incomes and urban living trends

Second-placed brand Informa benefits from catering to minimalist trends

PROSPECTS AND OPPORTUNITIES

LED lighting will maintain positive growth as consumers value energy efficiency

Government initiatives to reduce dependency on imported raw materials will boost the local industry

Tropical homes movement set to further influence the future of home furnishings

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DISCLAIMER

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