



# Refrigeration Appliances in Indonesia

December 2023

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## Refrigeration Appliances in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Premiumisation drives growth in 2023.

Demand for larger units is increasing.

Sharp retains its leading position, despite continuous investment in innovative technologies by its competitors

#### PROSPECTS AND OPPORTUNITIES

Demand is expected to grow in upcoming years, fuelled by rising urbanisation

Smart technology and energy efficiency will be key factors driving purchasing decisions

Growing popularity of compact, space-saving designs

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