



Euromonitor
International

Home and Garden in Indonesia

May 2025

Table of Contents

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for home and garden?

MARKET DATA

- Table 1 - Sales of Home and Garden by Category: Value 2019-2024
- Table 2 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

CATEGORY DATA

- Table 10 - Sales of Home Improvement by Category: Value 2019-2024
- Table 11 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban gardening and biophilic design thrive in Indonesia due to health and sustainability trends
Ace Hardware retains lead of gardening in 2024, driven by quality, sustainability and innovation

Supermarkets and e-commerce most dynamic distribution channels due to consumer demand for greater convenience

PROSPECTS AND OPPORTUNITIES

- Surge in demand for gardening in Indonesia driven by eco-friendly practices and rising urbanisation
- Diverse consumer demographics influence gardening trends in Indonesia
- Tech innovations transform gardening in Indonesia for greener, more efficient growth

CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2019-2024
- Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Gardening: % Value 2020-2024
- Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024
- Table 21 - Distribution of Gardening by Format: % Value 2019-2024
- Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in Indonesia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand for stylish, space-saving and sustainable solutions drives growth of homewares in 2024
- Maxim and Lock & Lock drive growth through affordability, innovation and lifestyle appeal
- Distribution of homewares evolves as consumers seek convenience, value and variety across channels

PROSPECTS AND OPPORTUNITIES

- Stylish self-expression and social dining habits drive dinnerware’s rise in Indonesia
- Sustainability to reshape homewares in local market through eco-conscious materials and design
- Smart safe and seamless innovation set to transform future of homewares in Indonesia

CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2019-2024
- Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 26 - Sales of Homewares by Material: % Value 2019-2024
- Table 27 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 29 - Distribution of Homewares by Format: % Value 2019-2024
- Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in Indonesia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steady growth for home furnishings due to rising urbanisation and demand for multifunctional furniture
- Signify Indonesia leads with innovation and sustainability, while Massindo Group grows dynamically through strategic initiatives
- Omnichannel strategies and digital adoption influence distribution of home furnishings

PROSPECTS AND OPPORTUNITIES

- Home furnishings set for rebound in 2026, driven by housing investments and tourism boom
- Cultural influences set to shape home décor trends in Indonesia over forecast period
- Innovation takes centre stage to drive future growth in home furnishings

CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2019-2024

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Home Furnishings: % Value 2020-2024

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2021-2024

Table 36 - LBN Brand Shares of Light Sources: % Value 2021-2024

Table 37 - Distribution of Home Furnishings by Format: % Value 2019-2024

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2024-2029

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-indonesia/report.