



# Home Products Specialists in Indonesia

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Trend of mindful luxury consumption in home products

Indonesia Design District comprising home products specialists stores launched in PIK 2 area

Ace Hardware stays out in front

#### PROSPECTS AND OPPORTUNITIES

Seamless omnichannel innovation at Ace Hardware Indonesia

Katta furniture launches its first store with experiential retail and high-end product lines

Outlet expansion a key strategy for players looking to extend their reach to consumers

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Warung digitalisation an important element of digital transformation in local retail

What next for retail?

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Informal retail

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Seasonality

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