



Euromonitor  
International

# Home Products Specialists in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Outstanding performance by Ace Hardware  
Catur Mitra Sejati Sentosa continues with significant outlet expansion  
Decline in homewares and home furnishings stores

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Outlet expansion to play key role in growth  
Pet shops and superstores to continue to expand  
Reliance on more affluent consumers

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Retail in Indonesia - Industry Overview

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Retail in 2024: Resilient growth amidst a challenging operating environment  
Outlet numbers stagnate in Indonesian retail  
Different strategies offered by grocery retailers and non-grocery retailers  
What next for retail?

OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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