



# Home Laundry Appliances in Indonesia

December 2023

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## Home Laundry Appliances in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong growth in 2023, although demand remains limited by prevalence of hand washing and laundry services

Time-saving features and convenience drive growth in automatic washing machines

Leader Sharp faces tougher competition

#### PROSPECTS AND OPPORTUNITIES

Robust growth for automatic washing machines amid greater demand for convenience

Automatic washing machines will see strongest performance, with smart appliances expected to capture the attention of higher income consumers

Sustainability will become a more important factor in the consumer decision-making process

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