



Appliances and Electronics Specialists in Indonesia

March 2024

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Appliances and Electronics Specialists in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite shift to e-commerce, consumers still prefer to purchase some products in physical stores
Trend of diversifying product portfolio seen within the channel
Erajaya Swasembada takes a more expansive approach in terms of its retail offer

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists forecast to see continued growth due to sticky consumer habits
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