

Food Preparation Appliances in Indonesia

December 2023

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Food Preparation Appliances in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Food preparation appliances benefit from need for greater convenience

Healthy eating trend drives demand for juice extractors.

Phillips maintains its dominance

PROSPECTS AND OPPORTUNITIES

Trend towards modern lifestyles and growing focus on healthier living will be significant factors contributing to growth

Offering lower prices and embracing e-commerce will attract more customers

Local brands will remain successful, due to their attractive quality-price ratio

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