

Appliances and Electronics Specialists in Indonesia

Market Direction | 2023-03-13 | 38 pages | Euromonitor

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Report description:

Appliances and electronics specialists saw continued growth in current value sales terms in 2022, with mobile. mobile phones being the main contributor. Various deals offered by retailers in this category, including instalment plans and trade-in offers, proved to be extremely attractive to consumers. This strategy was followed by leading player Erajaya Swasembada as well as traditional players included under "others", which are mostly located in and around traditional markets. Instalment plans p...

Euromonitor International's Appliances and Electronics Specialists in Indonesia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

March 2023

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