

Appliances and Electronics Specialists in Indonesia

Market Direction | 2024-03-11 | 38 pages | Euromonitor

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Report description:

Appliances and electronics specialists saw continued current value growth in Indonesia in 2023. While some of the leading players in this channel, such as Erajaya Swasembada and Electronic City, continued to expand their retail networks in 2023, the overall number of outlets continued to fall. To some extent, this was due to the increasing popularity of shopping for appliances and electronics via e-commerce, due to its greater convenience. Indeed, appliances and electronics e-commerce continued...

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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