

Indonesia Recliner Chair Market by Product (Wall Hugging Recliner, Push Back Recliner, Massage Recliner, Riser Recliner, and Others), Seating Arrangement (Single Seater Recliner, Multi-Seater Recliner), Material (Leather, Fabric, and Others), Distribution Channel (Furniture and Furnishing Stores, Hypermarkets, E-Retailers, and Others), End User (Residential, Commercial, and Others) 2024-2032

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Report description:

The Indonesia recliner chair market size reached US\$ 30 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 51 Million by 2032, exhibiting a growth rate (CAGR) of 5.85% during 2024-2032. An enhanced focus on interior decor among the masses, inflating disposable income resulting in customers being able to afford and invest in higher-quality and more comfortable furniture, and changing lifestyle preferences represent some of the key factors driving the market.

An Enhanced Focus on Interior Decor Among the Masses Augmenting the Market Growth

The recliner chair market has been experiencing continuous growth. The augmenting preference for interior decor currently represent one of the primary drivers resulting in the increasing sales of recliner chair. The continual changes in interior design and home decor trends play a significant role in driving the demand for recliner chairs in the Indonesian market. As consumers become more conscious of their personal style and taste, they focus more on creating visually appealing and well-designed living spaces. They, thus, aim to furnish their homes with furniture that provides both comfort and functionality while also contributing to their aesthetics. They are influenced by contemporary, modern, minimalist, and other styles wherein furniture is used as decorative elements to enhance a room's ambiance, thereby propelling the demand for a wide range of recliner chairs. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is slightly fragmented with a few numbers of small and large players

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operating in the industry. The volume of new entrants is moderate in the recliner chair industry due to the moderately fragmented market structure, low product differentiation and switching cost, and the need for huge investments.

What is a recliner chair?

Recliner chairs refer to a type of armchair that provides comfort and relaxation through its adjustable backrest and footrest. When seated back, they allow the user to recline in a more relaxed and comfortable position with an adjustable footrest. In addition to adjusting the backrest of a recliner chair to different angles from upright to fully reclined, they often feature built-in cushioned footrests that can be extended for maximum comfort. Typically, they are padded with soft and comfortable materials, such as foam or fabric, to enhance the sitting experience, and they have wide and cushioned armrests to enhance comfort. They are available in different positions and provide relaxation and comfort by allowing users to recline, alleviating stress, reducing muscle tension, and promoting relaxation.

COVID-19 Impact:

The COVID-19 pandemic outbreak has caused a severe problem for the recliner chair industry and imposed unprecedented challenges in Indonesia. Due to lockdown measures and government directives in Indonesia, several production and manufacturing plants were shut down, thereby leading to product shortages as well as delays in the supply of raw materials and labor. The restrictions significantly affected the supply chain due to limited availability of transportation and logistics solutions. Additionally, the closure of movie theatres, which are a major end-user of recliner chairs, further impacted the sales negatively. The closure of offline retail channels led to a higher focus on online channels, but the limitations in logistics services resulted in overall decreased demand. The production of recliner chairs remained low during the pandemic as they are mostly imported in Indonesia. As the COVID-19 restrictions are eased, the market is poised to face continuous growth.

Indonesia Recliner Chair Market Trends:

The market in Indonesia is primarily driven by the inflating disposable incomes resulting in customers able to afford and invest in higher-quality and more comfortable furniture. In line with this, rapid urbanization and changing lifestyle preferences is leading to a paradigm shift in consumer preferences toward more comfortable and functional furniture. Moreover, the growing geriatric population in Indonesia is propelling the demand for ergonomic furniture that promotes improved relaxation and well-being. Also, the rising awareness regarding the health benefits associated with using recliner chairs, such as stress reduction, improved posture, and reduced risk of musculoskeletal problems, is fueling the market. Furthermore, considerable growth in organized retail channels and the expansion of furniture retail chains in Indonesia resulting in higher product accessibility to consumers are propelling the market. The market is further fueled by the increasing demand for comfortable seating options across hospitality and commercial sectors, such as hotels, resorts, office spaces, and entertainment venues.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Indonesia recliner chair market, along with forecasts at the regional levels from 2024-2032. Our report has categorized the market based on product, seating arrangement, material, distribution channel and end-user.

Product Insights:

- Wall Hugging Recliner
- Push Back Recliner
- Massage Recliner
- Riser Recliner
- Others

The report has provided a detailed breakup and analysis of the Indonesia recliner chair market based on the product. This includes wall hugging recliner, push back recliner, massage recliner, riser recliner, and others. According to the report, wall hugging recliners represented the largest segment due to the rising demand for space-saving designs to better accommodate homes or living spaces with limited space. In addition, the design facilitates easy recline and sitting without the need for much space behind the chair, thereby helping consumers with mobility issues.

Seating Arrangement Insights:

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- Single Seater Recliner
- Multi-Seater Recliner

A detailed breakup and analysis of the Indonesia recliner chair market based on the seating arrangement has also been provided in the report. This includes single seater recliner and multi-seater recliner. According to the report, single seater recliner accounted for the largest market share as it features adjustable reclining positions for a single individual, allowing them to find their desired seating position with no additional discomfort to another individual. Moreover, single-seater recliners are increasingly preferred in compact spaces due to enhanced comfort without occupying excessive space.

Material Insights:

- Leather
- Fabric
- Others

A detailed breakup and analysis of the Indonesia recliner chair market based on the material has also been provided in the report. This includes leather, fabric, and others. According to the report, leather accounted for the largest market share on account of the rising demand for high-end and sophisticated seating options with enhanced visual appeal. In addition, the growing demand for easy to clean and low maintenance materials is also propelling the segment growth.

Distribution Channel Insights:

- Furniture and Furnishing Stores
- Hypermarkets
- E-Retailers
- Others

A detailed breakup and analysis of the Indonesia recliner chair market based on the distribution channel has also been provided in the report. This includes furniture and furnishing stores, hypermarkets, e-retailers, and others. According to the report, furniture and furnishing stores accounted for the largest market share on account of the availability of an extensive and specialized selection of recliner chairs as compared to other retail channels. Apart from this, the increasing preference for assistance and expert guidance from knowledgeable sales staff specializing in furniture is also acting as a significant growth-inducing factor for the segment.

End User Insights:

- Residential
- Commercial
- Others

A detailed breakup and analysis of the Indonesia recliner chair market based on the end user has also been provided in the report. This residential, commercial and others. According to the report, commercial accounted for the largest market share due to increasing preferences of ergonomic reclining mechanisms that cater to the specific needs of numerous commercial settings, such as spas, hospitals, and healthcare and wellness facilities. Besides this, the increasing popularity of premium and exclusive experience in corporate environments and VIP settings is providing an impetus to the segment.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the Indonesia recliner chair market. Some of the companies covered in the report include:

- Ashley Home Stores, Ltd
- Ekornes QM Holdings AS
- PT Ikea Indonesia
- La-Z-Boy Incorporated
- Man Wah Holdings Limited

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- Natuzzi S.p.A
- Versailles
- Ferco Seating Systems Ltd (Kotobuki Group)
- Ogawa
- Cellini Furniture

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

- How has the Indonesia recliner chair market performed so far, and how will it perform in the coming years?
- What are the drivers, restraints, and opportunities in the Indonesia recliner chair market?
- What is the impact of each driver, restraint, and opportunity on the Indonesia recliner chair market?
- What is the breakup of the market based on the product?
- Which is the most attractive product in the Indonesia recliner chair market?
- What is the breakup of the market based on the seating arrangement?
- Which is the most attractive seating arrangement in the Indonesia recliner chair market?
- What is the breakup of the market based on the material?
- Which is the most attractive material in the Indonesia recliner chair market?
- What is the breakup of the market based on the distribution channel?
- Which is the most attractive distribution channel in the Indonesia recliner chair market?
- What is the breakup of the market based on the end user?
- Which is the most attractive end user in the Indonesia recliner chair market?
- What is the competitive structure of the Indonesia recliner chair market?
- Who are the key players/companies in the Indonesia recliner chair market?

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