

# Personal Care Appliances in Indonesia

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant growth for personal care appliances, as Indonesians pay more attention to their appearance  
Hair care appliances register a dynamic performance  
Philips retains its dominance, despite aggressive competition from rival brands

PROSPECTS AND OPPORTUNITIES

Personal care is poised for a bright future, as social media and Korean culture exert a significant influence  
E-commerce is set to transform the competitive landscape for personal care appliances  
Building consumers' awareness of the benefits of personal care products will drive future growth

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