

Appliances and Electronics Specialists in Indonesia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite shift to e-commerce, consumers still prefer to purchase some products in physical stores

Trend of diversifying product portfolio seen within the channel

Erajaya Swasembada takes a more expansive approach in terms of its retail offer

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists forecast to see continued growth due to sticky consumer habits

Electronic City Indonesia plans to include EV business across its stores

Yamada Best Indonesia is innovating on store formats and product range to stay competitive

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Warung digitalisation an important element of digital transformation in local retail

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