

# Microwaves in Indonesia

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Urbanization and modern lifestyles drive demand for microwaves
- Cultural preferences and power limitations present challenges to development of microwaves
- Sharp maintains its leading position by offering diverse range of models catering to different consumer budgets

PROSPECTS AND OPPORTUNITIES

- Urbanisation will be key growth driver, alongside manufacturer investment in new product innovation
- Affordability will be key as competition increases
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Consumer Appliances in Indonesia - Industry Overview

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