



**Euromonitor
International**

Mobile Phones in Indonesia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume growth driven by more affordable brands
Transsion Holdings leads as Chinese brands reshape Indonesia’s smartphone market
Offline retail remains dominant as consumers prioritise in-store experience

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Volume growth is expected to be driven by affordability, connectivity and digital integration
Technology and value fuel demand for entry-level smartphones
AI integration expected to be the key for product innovations

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Consumer Electronics in Indonesia - Industry Overview

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