



Euromonitor
International

Refrigeration Appliances in Indonesia

February 2026

Table of Contents

Refrigeration Appliances in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Refrigeration appliances performance negatively impacted by economic uncertainties

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Slowing demand amidst economic uncertainties

Fridge freezers the largest category

Sustainability drives value sales growth

Chart 3 - Midea Launches its Large-Capacity Refrigerator with Energy-Efficient Features

WHAT'S NEXT?

Consumers drive demand for energy-efficient and premium refrigeration appliances

Fridge freezers dominate market and will see the fastest growth over the forecast period

Sustainability and smart technology will be shaping future sales

COMPETITIVE LANDSCAPE

Sharp and Polytron lead refrigeration appliances with localised offerings

No significant mergers or new product launches observed

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction among young urban consumers

No emerging retail brands or concepts in 2026

PRODUCTS

Sustainability and energy efficiency drive innovation

Chart 4 - Polytron Launches 4-Door Fridge Freezer at Under USD800

Increasing capacity and localisation shape product offerings

Chart 5 - Sharp's Latest Shine Series Fridge Keeps Food Fresh Longer

Retail e-commerce gains traction among young urban consumers

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Small appliances driving positive growth in the overall consumer appliances market

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Sluggish major appliances sales contrast with small appliances growth

Refrigeration appliances leads value sales, driven by health features

Influencers and social media drive sales of affordable appliances

Chart 8 - Miyako Engages with Top Influencers to Change its Brand Image

WHAT'S NEXT?

Energy efficiency driving growth in consumer appliances

Refrigeration appliances to remain largest category in value terms

Energy efficiency, affordability and localisation shaping the future of consumer appliances

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Miyako and Sharp lead the market with their affordable premium offerings

Merger and acquisition activity reshaping competitive dynamics

Midea's Low-Energy-Consumption 1/2 PK Split Inverter Air Conditioner

Chart 10 - Midea Launches 1/2 PK Split Inverter Air Conditioner with Low Energy Consumption

CHANNELS

Appliances and electronics specialists lead offline sales

E-commerce gains traction as a major distribution channel

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

Sustainability and energy efficiency driving innovation

Influencers and social media shape consumer behaviour

Health and wellness features gain traction

Chart 11 - Sharp's Latest Shine Series Fridge Keeps Fresh Food Longer

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Indonesia 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Indonesia 2025

Chart 15 - Consumer Landscape in Indonesia 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/refrigeration-appliances-in-indonesia/report.