



# Dishwashers in Indonesia

December 2023

Table of Contents

## Dishwashers in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dishwashers benefit from release of affordable models and the modernisation of consumer lifestyles

Environmental and hygiene benefits provide a boost to sales

Wider availability via e-commerce generates greater interest in dishwasher ownership

#### PROSPECTS AND OPPORTUNITIES

Expanding middle-class will seek out greater dishwashing convenience

Budget-friendly brands could gain traction

Education will be key to attracting a wider range of customers

#### CATEGORY DATA

Table 1 - Sales of Dishwashers by Category: Volume 2018-2023

Table 2 - Sales of Dishwashers by Category: Value 2018-2023

Table 3 - Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 4 - Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 5 - Sales of Dishwashers by Format: % Volume 2018-2023

Table 6 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 7 - NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 8 - LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 9 - Distribution of Dishwashers by Format: % Volume 2018-2023

Table 10 - Production of Dishwashers: Total Volume 2018-2023

Table 11 - Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 12 - Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 13 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 14 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

## Consumer Appliances in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 15 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 16 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 17 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 18 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 19 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 20 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 25 - Sales of Small Appliances by Category: Volume 2018-2023

Table 26 - Sales of Small Appliances by Category: Value 2018-2023

Table 27 - Sales of Small Appliances by Category: % Volume Growth 2018-2023  
Table 28 - Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 29 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 30 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 31 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 32 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 33 - Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 34 - Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 35 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 36 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 37 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 38 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 43 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 44 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 45 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 46 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 - Research Sources

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