



# Homewares in Indonesia

May 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales in homewares supported by ongoing home-cooking trends  
Consumers shift to sustainable materials when purchasing dinnerware  
Consumers influenced by social media to buy multifunctional kitchenware

#### PROSPECTS AND OPPORTUNITIES

Homewares set to maintain positive sales, thanks to baseline demand  
Sustainability trends set to continue in homewares over the forecast period  
Durability of homewares will remain important – especially in light of family gatherings and celebration occasions

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