

Home and Garden in Indonesia

May 2024

Table of Contents

Home and Garden in Indonesia

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2018-2023
- Table 2 Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 4 LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 6 Distribution of Home and Garden by Format: % Value 2018-2023
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2023
- Table 8 Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Indonesia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stronger levels of construction activity support sales in home improvement

Smaller brands help to expand the scope of decorative paint

Consumer preferences in flooring evolve to complement new interior design trends

PROSPECTS AND OPPORTUNITIES

Home improvement will maintain steady sales, although some challenges are set to appear

Government incentives set to support the local production of power tools

Functionality will become increasingly important for small living spaces

CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2018-2023
- Table 11 Sales of Home Improvement by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Home Improvement: % Value 2019-2023
- Table 13 LBN Brand Shares of Home Improvement: % Value 2020-2023
- Table 14 Distribution of Home Improvement by Format: % Value 2018-2023
- Table 15 Forecast Sales of Home Improvement by Category: Value 2023-2028
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Gardening in Indonesia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation and wellbeing trends boost gardening sales

Vertical gardening trend booms in urban areas, catering for small spaces

Indoor plants appeal to urban gardening hobbyists who seek aesthetic greenery within their homes

PROSPECTS AND OPPORTUNITIES

Return to busy out-of-home lifestyles means less time for gardening

Urban horticulture trends will continue to evolve over the forecast period

Sustainability trends to maintain their relevance and influence consumers' purchasing decisions

CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2018-2023

Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Gardening: % Value 2019-2023

Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023

Table 21 - Distribution of Gardening by Format: % Value 2018-2023

Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Homewares in Indonesia

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

CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2018-2023

Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023

Table 26 - Sales of Homewares by Material: % Value 2018-2023

Table 27 - NBO Company Shares of Homewares: % Value 2019-2023

Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023

Table 29 - Distribution of Homewares by Format: % Value 2018-2023

Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home Furnishings in Indonesia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cultural emphasis on communal gatherings and outdoor leisure boosts home furnishings Indoor furniture sales supported by rising consumer incomes and urban living trends

Second-placed brand Informa benefits from catering to minimalist trends

PROSPECTS AND OPPORTUNITIES

LED lighting will maintain positive growth as consumers value energy efficiency

Government initiatives to reduce dependency on imported raw materials will boost the local industry

Tropical homes movement set to further influence the future of home furnishings

CATEGORY DATA

- Table 32 Sales of Home Furnishings by Category: Value 2018-2023
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2018-2023
- Table 34 NBO Company Shares of Home Furnishings: % Value 2019-2023
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2020-2023
- Table 36 LBN Brand Shares of Light Sources: % Value 2020-2023
- Table 37 Distribution of Home Furnishings by Format: % Value 2018-2023
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2023-2028
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

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/home-and-garden-in-indonesia/report.