

# Home Products Specialists in Indonesia

March 2024

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## Home Products Specialists in Indonesia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Trend of mindful luxury consumption in home products Indonesia Design District comprising home products specialists stores launched in PIK 2 area Ace Hardware stays out in front

## PROSPECTS AND OPPORTUNITIES

Seamless omnichannel innovation at Ace Hardware Indonesia Katta furniture launches its first store with experiential retail and high-end product lines Outlet expansion a key strategy for players looking to extend their reach to consumers

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Retail in 2023: The big picture Retailer collaborations reap benefits and drive sales growth Warung digitalisation an important element of digital transformation in local retail What next for retail?

#### OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 Seasonality Eid al-Fitr/Lebaran School holidays Harbolnas (national online shopping day) Christmas

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