

Computers and Peripherals in Indonesia

October 2025

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Computers and Peripherals in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Laptops sees growth amid flat overall category performance

Asus continues to lead in computers and peripherals

Competitive pricing continues to drive growth of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Growth continues to be driven by laptops as consumer lifestyles evolve

Al fuels product innovations in computers and peripherals

Premiumisation and performance improvements will be key innovations

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