



# Mobile Phones in Indonesia

October 2025

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## Mobile Phones in Indonesia - Category analysis

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#### 2025 DEVELOPMENTS

Volume growth driven by more affordable brands

Transsion Holdings leads as Chinese brands reshape Indonesia's smartphone market

Offline retail remains dominant as consumers prioritise in-store experience

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Volume growth is expected to be driven by affordability, connectivity and digital integration

Technology and value fuel demand for entry-level smartphones

AI integration expected to be the key for product innovations

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