



# Food Preparation Appliances in Indonesia

February 2026

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Affordable pricing and e-commerce drive long-term growth

Blenders will maintain their dominance thanks to their versatility and affordability

Innovation and Gen Z influence will shape future trends

#### COMPETITIVE LANDSCAPE

Philips and emerging brands drive market competition

Emerging brands and digital marketing open up new opportunities

#### CHANNELS

Appliances and electronics specialists drive sales through expertise

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#### WHAT'S NEXT?

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Appliances and electronics specialists lead offline sales  
E-commerce gains traction as a major distribution channel  
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