



Home Furnishings in Indonesia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth for home furnishings due to rising urbanisation and demand for multifunctional furniture
Signify Indonesia leads with innovation and sustainability, while Massindo Group grows dynamically through strategic initiatives
Omnichannel strategies and digital adoption influence distribution of home furnishings

PROSPECTS AND OPPORTUNITIES

Home furnishings set for rebound in 2026, driven by housing investments and tourism boom
Cultural influences set to shape home décor trends in Indonesia over forecast period
Innovation takes centre stage to drive future growth in home furnishings

CATEGORY DATA

- Table 1 - Sales of Home Furnishings by Category: Value 2019-2024
- Table 2 - Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 5 - LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 6 - Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 8 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

Home and Garden in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Home and garden in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2019-2024
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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