

# Home and Garden in Indonesia

May 2025

**Table of Contents** 

#### Home and Garden in Indonesia

## **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 1 Sales of Home and Garden by Category: Value 2019-2024
- Table 2 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

## DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Home Improvement in Indonesia

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Home improvement's growth is driven by housing projects, sustainability trends and rising DIY culture

Satya Langgeng Sentosa retains lead of fragmented competitive landscape, supported by strong presence in floor covering

Distribution of home improvement diversifies as DIY culture, convenience, and digital innovation reshape shopping habits

## PROSPECTS AND OPPORTUNITIES

Urbanisation and new capital to drive steady growth in home improvement, with floor covering set to record further dynamic growth Housing shifts reshape demand for diverse home improvement solutions in local market

Smart innovation set to transform the future of home improvement in Indonesia

#### CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2019-2024
- Table 11 Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

# Gardening in Indonesia

### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Urban gardening and biophilic design thrive in Indonesia due to health and sustainability trends Ace Hardware retains lead of gardening in 2024, driven by quality, sustainability and innovation Supermarkets and e-commerce most dynamic distribution channels due to consumer demand for greater convenience

#### PROSPECTS AND OPPORTUNITIES

Surge in demand for gardening in Indonesia driven by eco-friendly practices and rising urbanisation

Diverse consumer demographics influence gardening trends in Indonesia

Tech innovations transform gardening in Indonesia for greener, more efficient growth

#### **CATEGORY DATA**

Table 17 - Sales of Gardening by Category: Value 2019-2024

Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Gardening: % Value 2020-2024

Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 21 - Distribution of Gardening by Format: % Value 2019-2024

Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

#### Homewares in Indonesia

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Demand for stylish, space-saving and sustainable solutions drives growth of homewares in 2024

Maxim and Lock & Lock drive growth through affordability, innovation and lifestyle appeal

Distribution of homewares evolves as consumers seek convenience, value and variety across channels

# PROSPECTS AND OPPORTUNITIES

Stylish self-expression and social dining habits drive dinnerware's rise in Indonesia

Sustainability to reshape homewares in local market through eco-conscious materials and design

Smart safe and seamless innovation set to transform future of homewares in Indonesia

# **CATEGORY DATA**

Table 24 - Sales of Homewares by Category: Value 2019-2024

Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024

Table 26 - Sales of Homewares by Material: % Value 2019-2024

Table 27 - NBO Company Shares of Homewares: % Value 2020-2024

Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024

Table 29 - Distribution of Homewares by Format: % Value 2019-2024

Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

# Home Furnishings in Indonesia

#### **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 32 Sales of Home Furnishings by Category: Value 2019-2024
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 36 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 37 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

# **About Euromonitor International**

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-indonesia/report.