

Indonesia Air Conditioning Industry Research Report 2023-2032

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Abstracts

Indonesia is located in the tropics and has a hot climate throughout the year, which is suitable for air conditioner use scenarios. At the same time, Indonesia's strong economic growth, increased disposable income and higher consumption levels will lead to rapid growth in demand for air conditioners. At present, the penetration rate of air conditioners in Indonesia is not high, and there is great potential for future development.

In 2021, Daikin established its newest office in Batam, Indonesia. With the launch of this office, Daikin now has 13 official representative offices scattered across various cities in Indonesia. Similarly, Sharp announced its plans to build a new air conditioner production site at the Karawang International Industrial City (KIIC) in Karawang Province.

From the demand side, according to CRI's analysis, the CAGR of air conditioner demand in Indonesia from 2017-2021 is -2.0%, and in recent years, there has been a small decline in air conditioner demand in the Indonesian market due to the impact of Covid-19. After the demand for air conditioners in Indonesia grew by 1.11% in 2019, the Indonesian air conditioner market began to shrink due to the epidemic, and the demand for air conditioners in Indonesia fell to 2.159 million units in 2021, an increase of 11.92% year-on-year, the demand market gradually rebounded.

According to CRI, the market size of air conditioning industry will reach US\$ 227.11 million in 2032 and the CAGR in 2023 to 2032 is 4.30%.

Source: CRI

Due to increasing demand from the residential sector, rising per capita income, and

surge in sales through online platforms, Yuan Ze Consulting forecasts that the Indonesian air conditioning market is expected to reach USD 184 million by 2027 and grow at a CAGR of 4.30% during the forecast period.

Topics covered:

Indonesia Air Conditioning Industry Overview

The economic and policy environment of the air conditioning industry in Indonesia

What is the impact of COVID-19 on the air conditioning industry in Indonesia?

Indonesia Air Conditioning Industry Market Size 2023-2032

Analysis of major Indonesian air conditioning industry manufacturers

Key Drivers and Market Opportunities in Indonesia's Air Conditioning Industry

What are the key drivers, challenges and opportunities for the air conditioning industry in Indonesia during the forecast period of 2023-2032?

Which are the key players in Indonesia Air Conditioning Industry market and what are their competitive advantages?

What is the expected revenue of Indonesia Air Conditioning Industry market during the forecast period 2023-2032?

What are the strategies adopted by the key players in the market to increase their market share in the industry?

Which segment of the Indonesia Air Conditioning Industry market is expected to dominate the market by 2032?

What are the main negative factors facing the air conditioning industry in Indonesia?

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