

# Indonesia Washing Machine Industry Research Report 2023-2032

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## Abstracts

Washing machines are household appliances that are widely used to wash clothes using detergents. They include semi-automatic and fully automatic machines that can assist in washing, rinsing and drying without the need to supervise different operations. They can save time and are easier to clean, operate and maintain than other electrical equipment. They are currently available in a variety of sizes and styles, depending on budget, lifestyle and the size of the user's home. The increasing purchasing power of washing machines and rising income levels of individuals across the world are currently one of the key factors driving the market. Moreover, the demand for home washing machines is also increasing due to the rising electrification in rural areas.

As Indonesia's economy develops, disposable income increases and consumption levels rise, the penetration rate of washing machines gradually increases, and consumer demand for washing machines gradually changes from a single cleaning tool to one with diverse functions. According to CRI's analysis, the penetration rate of washing machines in Indonesia is low and there is huge room for development.

Indonesia's cheap labor, low land costs and favorable policy subsidies have attracted global washing machine manufacturers to invest in Indonesia. This follows Toshiba's \$39 million investment in a washing machine plant in East Jakarta, aimed at increasing its sales revenue outside of Japan, and Sharp Electronics' Rp1.2 trillion investment in a new plant in Karawang, West Java, which will more than double the company's current production capacity in Indonesia for refrigerators and washing machines.

Due to increasing modernization and technological advancements, Indonesia washing machine market is expected to grow at a CAGR of 2.81% during the forecast period to reach USD 2.45 billion by 2028, according to an analysis by CRI. Moreover, growing

urbanization, product innovation, and increasing revenues are expected to boost the Indonesian washing machine market during the forecast period.

According to CRI, the sales value of washing machines will reach US\$ 2.73 billion in 2032 and the CAGR in 2023 to 2032 is 2.81%.

Source: CRI

Topics covered:

Indonesia Washing Machine Industry Overview

The economic and policy environment of the washing machine industry in Indonesia

What is the impact of COVID-19 on the Indonesian washing machine industry?

Indonesia Washing Machine Industry Market Size 2023-2032

Analysis of major Indonesian washing machine industry manufacturers

Key drivers and market opportunities for the washing machine industry in Indonesia

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

Which are the key players in Indonesia Washing Machine industry market and what are their competitive advantages?

What is the expected revenue of Indonesia Washing Machine 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 Washing Machine Industry market is expected to dominate the market by 2032?

What are the main negative factors facing the washing machine industry in Indonesia?

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