

# **Indonesia Air Conditioners Market, By Product Type (Splits, Windows, VRF, Chillers, and Other includes Cassette, Ductable Splits, etc.), By End Use Sector (Commercial/Industrial and Residential), By Region, Competition, Forecast & Opportunities, 2015-2027F**

<https://marketpublishers.com/r/IC00295C828EN.html>

Date: September 2022

Pages: 77

Price: US\$ 4,400.00 (Single User License)

ID: IC00295C828EN

## **Abstracts**

Indonesia air conditioner market is expected to reach USD1,873.74 million by 2027 and grow at a CAGR of 4.30% during the forecast period, owing to the increasing demand from the residential sector, rising per capita income, a surge in sales through online platforms, etc.

Air conditioners are devices that can control and monitor temperature, humidity, and airflow in a given space. They are widely used in residential as well as commercial sector. During the COVID-19 pandemic, the manufacturing as well as the production of air conditioners was majorly affected. Due to the lockdown in the country, both demand as well as supply of the air-conditioners were negatively impacted due to the halt in the production activity, which further had a negative impact on the overall market growth for a short period of time. Also, as the Indonesian air conditioner market is import-driven thus, COVID-19 restrictions led to a decrease in the sales of air conditioners in Indonesia.

Furthermore, many air conditioning companies are focusing on expanding their manufacturing units to enhance their services and target larger consumer base in Indonesia. For instance, in 2021, Daikin established its newest office in Indonesia in Batam. With the launch of this office, Daikin currently has 13 official representative offices dispersed throughout Indonesian cities. Similarly, Sharp announced its plans to construct a new air conditioner manufacturing unit in Karawang Province's Karawang International Industrial City (KIIC).

## Changing Lifestyle of Consumers Driving the Market Growth Forward

The lifestyle of consumer is influenced by several sociocultural, psychographic, and demographic factors. Indonesia has undergone a substantial transformation in recent years. The modern Indonesian consumer strives to live a comfortable and opulent life. The middle class's demand for air conditioners in Indonesia is expected to rise during the projection period because of changing consumer lifestyles and the country's hot and humid climate for most of the year, as well as the rapid growth of the service sector and per capita income.

## Rising Standards of Livelihoods is Fueling the Market Growth

The demand for air conditioners in the Indonesian market is influenced by the rising income level, improved living standards, and expanding range of offers and discounts. Additionally, to make their products more accessible to customers of all income levels, air conditioning businesses are now offering their product as well as services in equated monthly installments (EMI). These elements are anticipated to have an impact on Indonesia's rising air conditioner sales. In addition, Indonesia's internet penetration rate is rising, with 73.7% of people having access as of January 2021. Due to this, air conditioner companies now have new e-commerce platforms through which they can easily connect with their customers. The internet sales channel has allowed companies to grow their distribution networks and connect with customers in even the most remote areas, which has helped the Indonesian air conditioners industry grow.

## Energy Efficient Offering by Companies is Boosting the Market Growth

Manufacturers are working on product innovation and launching new products to meet the demand for energy savings. Companies such as LG have introduced the AC New Hercules by LG, which provides a greater cooling capacity than other air conditioning products. The air conditioner's original 1/2 PK offering has a 5,000 BTU (British thermal unit) capacity and only consumes 370 watts of power. Furthermore, government regulations on refrigerants require businesses to create eco-friendly and energy-efficient devices. Due to the phase-out of important refrigerants, the market has seen several technological advancements. In the coming years, CFCs (Chlorofluorocarbon), the most used refrigerants, will be entirely replaced by alternative refrigerants. Such factors are expected to drive growth in the Indonesian air conditioners market in the coming years.

## Market Segmentation

The Indonesia air condition market is segmented based on product type, end use sector, region, and competition landscape. Based on product type, the market is categorized into split, window, VRF, chiller, and others, including cassette, ductable splits, etc. Based on end user, the market is segmented into residential, and commercial/industrial.

### Company Profiles

PT. Daikin Air Conditioning Indonesia, PT. LG Electronics Indonesia, PT. Panasonic Gobel Indonesia, PT Gree Electric Appliances Indonesia, PT Mitsubishi Electric Indonesia, PT Samsung Electronics Indonesia, PT. Sharp Electronics Indonesia, PT. Berca Carrier Indonesia, PT Johnson Controls Hitachi Air Conditioning Indonesia, PT. Trane Indonesia and others are among the major market players in the air conditioner market that led the market growth of the Indonesia air conditioner market.

### Report Scope:

In this report, Indonesia air conditioners market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Indonesia Air Conditioners Market, By Product Type:

Split

Window

VRF

Chiller

Others (Cassette, Ductable Splits, etc.)

#### Indonesia Air Conditioners Market, By End Use Sector:

Residential

Commercial/Industrial

## Indonesia Air Conditioners Market, By Region:

Java

Jakarta

Sumatra

Kalimantan

Bali

Rest of Indonesia

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in Indonesia air conditioners market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. IMPACT OF COVID-19 ON INDONESIA AIR CONDITIONERS MARKET

### 5. VOICE OF CUSTOMER

#### 5.1. Brand Awareness

#### 5.2. Factors Influencing Purchase Decisions

#### 5.3. Brand Satisfaction

#### 5.4. Challenges Faced Post Purchase

### 6. INDONESIA AIR CONDITIONERS MARKET OUTLOOK

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value & Volume

#### 6.2. Market Share & Forecast

##### 6.2.1. By Product Type (Split, VRF, Window, Chiller, and Others {Cassette, Ductable Split, etc.})

##### 6.2.2. By End Use Sector (Commercial/Industrial and Residential)

##### 6.2.3. By Region (Java, Jakarta, Sumatra, Kalimantan, Bali, Rest of Indonesia)

##### 6.2.4. By Company (2021)

#### 6.3. Market Map (By Product Type, By End Use Sector, and By Region)

### 7. INDONESIA SPLIT AIR CONDITIONERS MARKET OUTLOOK

#### 7.1. Market Size & Forecast

##### 7.1.1. By Value & Volume

#### 7.2. Market Share & Forecast

##### 7.2.1. By End Use

### 8. INDONESIA VRF AIR CONDITIONER MARKET OUTLOOK

#### 8.1. Market Size & Forecast

- 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
  - 8.2.1. By End Use Sector

## **9. INDONESIA WINDOW AIR CONDITIONERS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value & Volume
- 9.2. Market Share & Forecast
  - 9.2.1. By End Use

## **10. INDONESIA CHILLER AIR CONDITIONERS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value & Volume
- 10.2. Market Share & Forecast
  - 10.2.1. By End Use

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS AND DEVELOPMENTS**

## **13. IMPORT AND EXPORT ANALYSIS**

## **14. POLICY & REGULATORY LANDSCAPE**

## **15. INDONESIA ECONOMIC PROFILE**

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Company Profiles
  - 16.1.1. PT. Daikin Air Conditioning Indonesia
  - 16.1.2. PT. LG Electronics Indonesia
  - 16.1.3. PT. Panasonic Gobel Indonesia
  - 16.1.4. PT Gree Electric Appliances Indonesia
  - 16.1.5. PT Mitsubishi Electric Indonesia

- 16.1.6. PT Samsung Electronics Indonesia
- 16.1.7. PT. Sharp Electronics Indonesia
- 16.1.8. PT. Berca Carrier Indonesia
- 16.1.9. PT Johnson Controls Hitachi Air Conditioning Indonesia
- 16.1.10. PT. Trane Indonesia

## **17. STRATEGIC RECOMMENDATIONS**

## List Of Tables

### LIST OF TABLES

Table 1: Newly Operating Hotels in Jakarta, Indonesia, 2022

Table 2: Indonesia Mandatory Energy Efficiency Standard

Table 3: Indonesia Energy Efficiency Rating For Air Conditioners

Table 4: Indonesia Criteria for Energy Efficiency Rating For Air Conditioners



## List Of Figures

### LIST OF FIGURES

Figure 1: Indonesia Air Conditioners Market Size, By Value (USD Million) & By Volume (Thousand Units), 2015-2027F

Figure 2: Indonesia Air Conditioners Market Share, By Product Type, By Volume, 2015-2027F

Figure 3: Indonesia Air Conditioners Market Share, By End Use Sector, By Volume, 2015-2027F

Figure 4: Indonesia Air Conditioners Market Share, By Region, By Value, 2015-2027F

Figure 5: Indonesia Air Conditioners Market Share, By Company, By Value, 2021

Figure 6: Indonesia Air Conditioners Market Map, By Product Type, Market Size (Thousand Units) & Growth Rate (%), 2021

Figure 7: Indonesia Air Conditioners Market Map, By End Use Sector, Market Size (Thousand Units) & Growth Rate (%), 2021

Figure 8: Indonesia Air Conditioners Market Map, By Region, Market Size (USD Million) & Growth Rate (%), 2021

Figure 9: Indonesia Split Air Conditioners Market Size, By Value (USD Million) & By Volume (Thousand Units), 2015-2027F

Figure 10: Total Electrical Energy Consumption in Indonesia, 2016-2020 (KWh per capita)

Figure 11: Indonesia Split Air Conditioners Market Share, By End Use, By Volume, 2015-2027F

Figure 12: Indonesia VRF Air Conditioners Market Size, By Value (USD Million) & By Volume (Thousand Units), 2015-2027F

Figure 13: Indonesia VRF Air Conditioners Market Share, By End Use Sector, By Volume, 2015-2027F

Figure 14: Indonesia Window Air Conditioners Market Size, By Value (USD Million) & By Volume (Thousand Units), 2015-2027F

Figure 15: International Tourists Arrival in Indonesia 2016-2020 (Million)

Figure 16: Indonesia Window Air Conditioners Market Share, By End Use, By Volume, 2015-2027F

Figure 17: Indonesia Chiller Air Conditioners Market Size, By Value (USD Million) & By Volume (Thousand Units), 2015-2027F

Figure 18: Indonesia GDP Per Capita (Current USD), 2016-2020 (USD)

Figure 19: Indonesia Chiller Air Conditioners Market Share, By End Use Sector, By Volume, 2015-2027F

Figure 20: Indonesia Air Conditioners Imports, By Value, 2016-2021 (USD Million)

Figure 21: Indonesia Air Conditioners Exports, By Value, 2016-2021 (USD Million)

## I would like to order

Product name: Indonesia Air Conditioners Market, By Product Type (Splits, Windows, VRF, Chillers, and Other includes Cassette, Ductable Splits, etc.), By End Use Sector (Commercial/Industrial and Residential), By Region, Competition, Forecast & Opportunities, 2015-2027F

Product link: <https://marketpublishers.com/r/IC00295C828EN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IC00295C828EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970