



Euromonitor  
International

# Vacuum Cleaners in Indonesia

February 2026

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Strong growth for vacuum cleaners despite a challenging economic environment

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

### INDUSTRY PERFORMANCE

Tineco and Deerma drive sales with innovative features and marketing

Standard vacuum cleaners dominate market share

Cordless and portable solutions driving dynamic growth

### WHAT'S NEXT?

Brands capitalise on convenience and smart features

Robotic vacuum cleaners will continue to see strong growth with their innovative features

Social media and e-commerce will help drive sales and awareness

### COMPETITIVE LANDSCAPE

Guangdong Deerma Technology and Ecovacs Robotics lead vacuum cleaners

Tineco's innovative approach disrupts traditional market dynamics

### CHANNELS

Appliances and electronics specialists still the leading channel

Retail e-commerce grows rapidly with its competitive pricing

### PRODUCTS

Tineco and Deerma lead innovation with smart features

Chart 3 - Deerma's Lightweight Vacuum Cleaner Promises Effortless Cleaning

Chart 4 - Tineco's Pure One Station 5 Offers Convenience Through Smart and Customised Features

Influencers and social media drive sales and awareness

Innovation drives business growth in a challenging economy

### COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Indonesia - Industry Overview](#)

## EXECUTIVE SUMMARY

Small appliances driving positive growth in the overall consumer appliances market

## KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

### INDUSTRY PERFORMANCE

Sluggish major appliances sales contrast with small appliances growth

Refrigeration appliances leads value sales, driven by health features

Influencers and social media drive sales of affordable appliances

Chart 7 - Miyako Engages with Top Influencers to Change its Brand Image

### WHAT'S NEXT?

Energy efficiency driving growth in consumer appliances

Refrigeration appliances to remain largest category in value terms

Energy efficiency, affordability and localisation shaping the future of consumer appliances

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

Miyako and Sharp lead the market with their affordable premium offerings

Merger and acquisition activity reshaping competitive dynamics

Midea's Low-Energy-Consumption 1/2 PK Split Inverter Air Conditioner

Chart 9 - Midea Launches 1/2 PK Split Inverter Air Conditioner with Low Energy Consumption

## CHANNELS

Appliances and electronics specialists lead offline sales

E-commerce gains traction as a major distribution channel

No new retail brands or concepts expected to emerge in 2026

## PRODUCTS

Sustainability and energy efficiency driving innovation

Influencers and social media shape consumer behaviour

Health and wellness features gain traction

Chart 10 - Sharp's Latest Shine Series Fridge Keeps Fresh Food Longer

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Indonesia 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Indonesia 2025

Chart 14 - Consumer Landscape in Indonesia 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## 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/vacuum-cleaners-in-indonesia/report](https://www.euromonitor.com/vacuum-cleaners-in-indonesia/report).