



**Euromonitor
International**

Mobile Phones in Indonesia

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume growth driven by more affordable brands

Transsion Holdings leads as Chinese brands reshape Indonesia's smartphone market

Offline retail remains dominant as consumers prioritise in-store experience

PROSPECTS AND OPPORTUNITIES

Volume growth is expected to be driven by affordability, connectivity and digital integration

Technology and value fuel demand for entry-level smartphones

AI integration expected to be the key for product innovations

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025

Table 2 - Sales of Mobile Phones by Category: Value 2020-2025

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Consumer Electronics in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

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