Appliances & Electronics Specialists in Indonesia

Executive Summary

A shrinking store channel with one dominant winner. Erajaya went from a third to more than half of specialist sales as independents closed; smartphones and instalments drive demand.

~IDR 42T
2024 SALES · ≈US$2.7BN

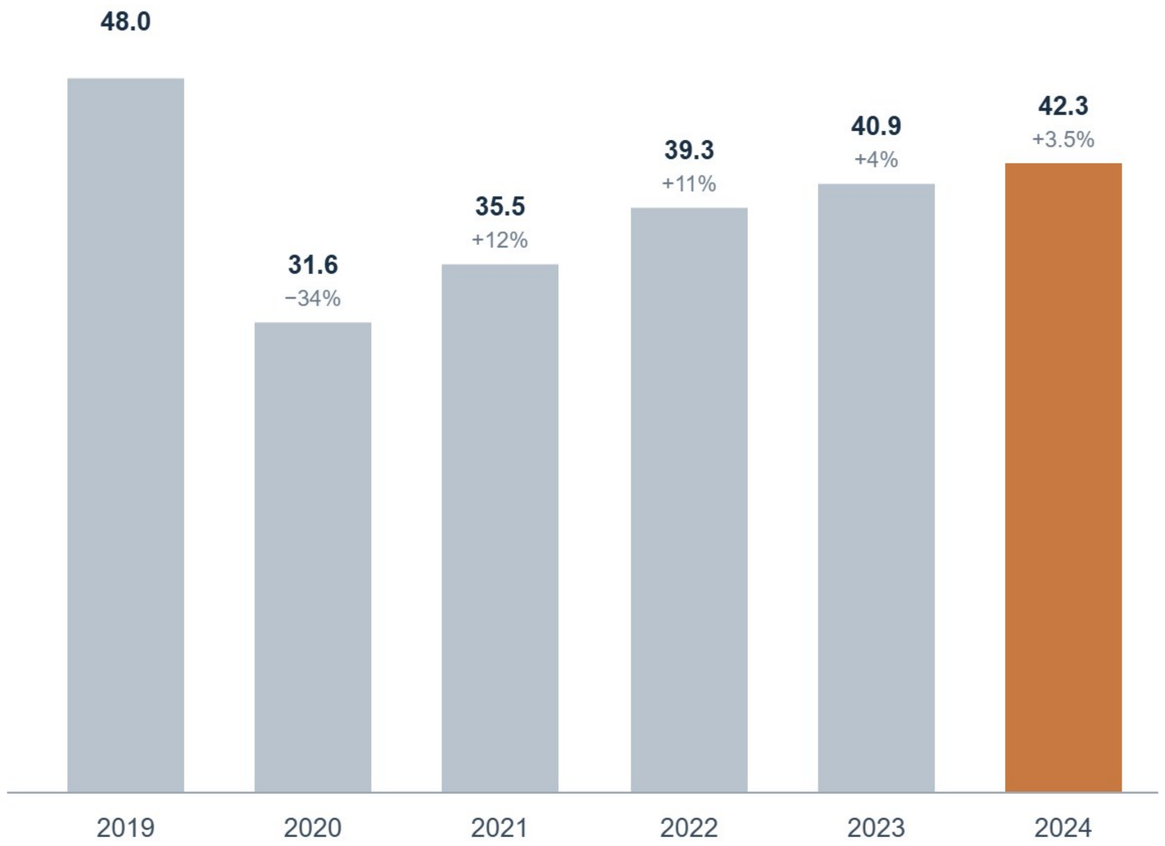
+3.5%
GROWTH IN 2024

~57%
ERAJAYA SHARE

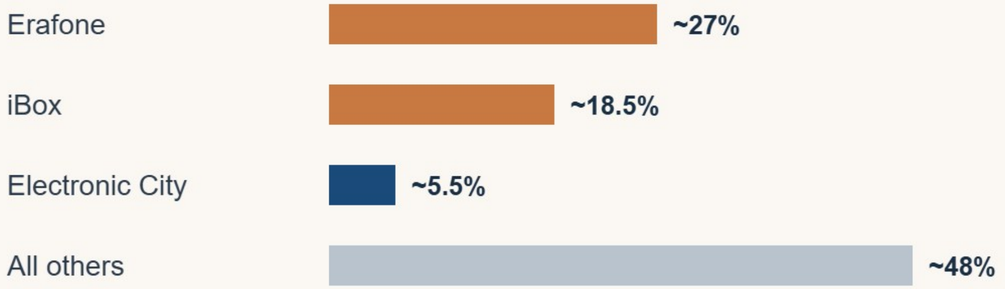
−19%
OUTLETS SINCE 2019

Below 2019 in rupiah, consolidating fast

Store sales, IDR trillion



Share of specialist store sales, 2024



- Erajaya chains: ~IDR 11T (2020) to ~24T (2024); all other specialists shrank.
- Average store sells ~IDR 8.5bn a year, up from ~7.8bn in 2019.

Source: RisetLokal estimates (Euromonitor, BPS, company reports)

Fewer, bigger, suburban stores

936
ERAFONE STORES
UP FROM 287 IN 2021

~1,400
INDEPENDENTS CLOSED
2021–2024

IDR 76.6T
ERAJAYA REVENUE
2025, +17%

11 APR 2025
IPHONE 16 ON SALE
AFTER TKDN CERTIFICATION

- **Strategy:** stand-alone suburban stores, offline-to-online pickup, appliances added.
- **Selling tools:** 0% instalments, cashback, six-hour delivery, exchange guarantees.
- **Rules:** IMEI registration; 35% local content for 4G/5G phones; SNI from 2025.
- **Openings:** suburban appliance stores and regional chains with service.

Cost structure, competition, consumer behaviour, mega trends and 2026–2030 outlook: RisetLokal Premium Report · risetlokal.com/contact

Sources: Euromonitor (triangulated), BPS, ERAA filings, Komdigi, Ministry of Industry