



Euromonitor
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Experiential Luxury in Indonesia

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affluent travellers drive growth in experiential luxury through immersive experiences
Luxury hotels offer cultural and wellness experiences to attract travellers
Affluent travellers drive demand for bespoke luxury experiences

PROSPECTS AND OPPORTUNITIES

Growing number of wealthy tourists and personalisation set to drive expansion
Luxury hotels to drive growth through sustainability, wellness, and cultural authenticity
More luxury hotel openings, and more players likely to integrate sustainability frameworks

CATEGORY DATA

- Table 1 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

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Luxury Goods in Indonesia - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for luxury goods?

MARKET DATA

- Table 7 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 8 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 10 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 11 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 13 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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SOURCES

- Summary 1 - Research Sources

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