

India Modular Switch Market by Sales Channel (Direct Sales, Sales Through Intermediaries, Online and Dual Distribution), Vertical (Residential, Industrial, Commercial) - Opportunity Analysis and Industry Forecast, 2015 - 2022

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Abstracts

Modular switches are customizable, high-capacity switches that have outpaced traditional switches in terms of design, ease of installation, operational efficiency, and appearance. These switches are available at affordable prices and are equipped with advanced technologies such as Internet connectivity, USB sockets, and childproof shutters, among others. These are safer and convenient to operate as compared to conventional switches. These switches incorporate two types of components: switches, sockets, & other accessories; and mounting plates for placing the switch. Enhanced safety measures, vibrant colors, advanced technology, smooth operation, and lower costs of maintenance are the characteristics features of modular switches.

Modular switches comply with the government regulations regarding safety in household, commercial, and industrial sectors. These switches are more expensive than non-modular switches, owing to their higher capacity and advanced safety features. The modular switch market is driven by factors such as electrical safety concerns, compliance to safety regulations, and rapid growth of the real estate industry. The market is segmented on the basis of sales channel, price level, vertical, and region. Based on sales and distribution of modular switches, the market is segmented into direct sales, sales through intermediaries, dual distribution, and reverse channel. Based on price level, the market is divided into low, medium, high, premium, and luxury levels. The low level subsegment includes modular switches priced \$5 and below, whereas modular switches priced \$6–\$10 are included in the medium level subsegment. The high level subsegment consists of modular switches in the price range of \$11–\$20, while switches in the price range of \$21–\$30 are included in the premium level

subsegment. The luxury subsegment consists of modular switches in the price range \$30 and above.

The market is segmented by vertical into residential, industrial, hospitality, healthcare, retail, IT & telecom, and others (government and educational institutions). The regional segmentation consists of North India, East India, West India, and South India.

The key players operating in the market include Havells India Limited, Legrand Group, Anchor Electricals Pvt. Ltd. (Panasonic Corporation), GM Modular, Koninklijke Philips N.V., Schneider Electric SA, Wipro Lighting, ORPAT Group, ABB Group, and KOLORS.

Key Benefits

The report includes an extensive analysis of the factors that drive and restrict the growth of Indian modular switch market.

The report provides quantitative as well as qualitative trends to help stakeholders in understanding the prevailing market scenario.

The report provides in-depth analysis of key market segments based on price level, sales channel, and verticals to understand the regional market trends.

Competitive intelligence of market highlights the business practices followed by market players operating across various geographies.

KEY MARKET SEGMENTS

The market is segmented on the basis of sales channel, price level, vertical, and region.

BY SALES CHANNEL

Direct Sales

Sales Through Intermediaries

Online Sales and Dual Distribution

BY PRICE LEVEL

Low Level (\$5 and below)

Medium Level (above \$5–\$10)

High Level (above \$10–\$20)

Premium Level (above \$20–\$30)

Luxury Level (above \$30)

BY VERTICAL

Residential

Industrial

Commercial

Hospitality

Healthcare Sector

Retail Sector

IT & Telecom Sector

Others (Government, Educational Institutions)

BY REGION

North India

East India

West India

South India

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