

India Bath Fittings and Accessories Market Outlook to 2019 - Increasing Urbanization and Emergence of Foreign Players to Drive Future Growth

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Abstracts

The report titled “India Bath Fittings and Accessories Market Outlook to 2019 – Increasing Urbanization and Emergence of Foreign Players to Drive Future Growth” provides a comprehensive analysis of the various aspects such as market size of the India bath fittings and accessories market. The report comprehensively covers segmentation for each product, market share in bath fittings as well as accessories market. The report also provides a competitive landscape for small players operating in the bath accessories product market. It also shed light upon the future prospects of the Industry with the macroeconomic analysis.

The growth for bath fittings and accessories market in India has been majorly driven by a surge in personal disposable income, rising urbanization, promising growth of real estate sector, rise in hospitality industry and improving consumer awareness regarding new bath accessories. However, there are some restraints that have constrained the growth of this sector such as low demand in replacement market, market restricted to urban areas and smaller bathroom size in India. Despite this, the rise of nuclear families along with exposure to international set ups are the two primary reasons for increase in bath fittings and accessories business in recent years. The bath fittings and accessories market in India is highly untapped considering a larger population resides in rural areas. In FY’2014, the capacity utilization by major companies has enhanced, complemented with the emergence of global and local SMEs bath fittings and accessories manufacturers. This trend has given the industry a new shape and thus pushed the market revenues to INR ~ during FY’2014.

Over the years FY’2009-FY’2014, the market for bath fittings and accessories has been dominated by bath fittings segment, which has accounted for ~% of the revenues

during FY'2014. The reason behind this domination has been attributed to the fact that bath fittings are an integral part of every bathroom as far as urban lifestyles are concerned. The market for bath fittings in India is extremely fragmented with a number of organized and unorganized players operating in the market. The leader in the bath fittings market in India is Jaquar, which has commanded a noteworthy market share during FY'2014, recorded at ~% in terms of domestic market revenues.

The market for bath accessories in India has majorly been dominated by unorganized sector which accounted for ~% of the overall market revenues during FY'2014. Marc is the clear leader in bath accessories market of India which has posted revenues share worth ~% during FY'2014.

With India being a huge market for residential projects and real estate, the driving winds are favourable for bath fittings and accessories brands in India. The major growth driver has been the change in the perception people look at bathrooms today. Bathroom is no longer a place which is just used to bath, but the purpose also focuses on the relaxing aspect, which was missing earlier. The government has taken an initiative to improve the sanitation in rural areas where penetration is still lower. This is projected to earmark a growth in demand for basic bath fitting products. Owing to these aforementioned factors, the revenues for bath fittings and accessories are projected to incline at an impressive CAGR of ~% during the future outlook FY'2015-FY'2019.

Key Topics Covered in the Report:

The market size of the India Bath Fittings and Accessories Market

The market size of the Bath Fittings Market

The market size of the Bath Accessories Market.

Market segmentation of bath fittings and accessories on the basis of products, organized and unorganized sector, new and replacement demand and by product class

India bath fittings and accessories market trade scenario

Trends and Development in the India Bath Fittings and Accessories market.

Competitive landscape and detailed company profiles of the major

manufacturers of in India Bath Fittings and Accessories Market.

Future outlook and projections of the India Bath Fittings and Accessories Market

Contents

1. INDIA BATH FITTINGS AND ACCESSORIES MARKET INTRODUCTION

- 1.1. India Bath Fittings and Accessories Market Size by Revenues, FY'2009-FY'2014
- 1.2. India Bath Fittings and Accessories Market Supply Chain
- 1.3. India Bath Fittings and Accessories Market Segmentation by Product Types, FY'2009-FY'2014

2. INDIA BATH FITTINGS MARKET INTRODUCTION AND MARKET SIZE, FY'2009-FY'2014

- 2.1. India Bath Fittings Market Segmentation, FY'2014
 - 2.1.1. By Product Type, FY'2014
 - 2.1.2. By Organized and Unorganized Sector, FY'2014
 - 2.1.3. By New and Replacement Demand, FY'2014
 - 2.1.4. By Class, FY'2014
- 2.2. Market Share of Major Players in Bath Fittings Market, FY'2014

3. INDIA BATH ACCESSORIES MARKET INTRODUCTION AND MARKET SIZE, FY'2009-FY'2014

- 3.1. India Bath Accessories Market Segmentation, FY'2014
 - 3.1.1. By Product Type, FY'2014
 - 3.1.2. By Organized and Unorganized Sector, FY'2014
 - 3.1.3. By New and Replacement Demand, FY'2014
- 3.2. Market Share of Major Players in Bath Accessories Market, FY'2014
- 3.3. Competitive Landscape for India Bath Accessories Market

4. INDIA BATH FITTINGS AND ACCESSORIES MARKET EXTERNAL TRADE, FY'2009-FY'2014

- Export Sales and Revenues, FY'2009-FY'2014
- Import Demand and Value, FY'2009-FY'2014

5. GROWTH DRIVERS FOR INDIA BATH FITTINGS AND ACCESSORIES MARKET

6. SWOT ANALYSIS FOR INDIA BATH FITTINGS AND ACCESSORIES MARKET

- 6.1. Strengths
- 6.2. Weaknesses
- 6.3. Opportunities
- 6.4. Threats

7. TRENDS AND DEVELOPMENTS IN INDIA BATH FITTINGS AND ACCESSORIES MARKET

Higher Usage of Water Conservation Technology
Growing Presence of Foreign Players
Rise in Demand for Premium Segment Products
Consolidation of Product Range
Growing Tie Ups with Architect, Builders and Interior Designers

8. GOVERNMENT ROLE IN INDIA BATH FITTINGS AND ACCESSORIES MARKET

Improve Sanitation in Rural Areas
Imposition of Import Duty

9. COMPANY PROFILES OF MAJOR PLAYERS IN BATH FITTINGS AND ACCESSORIES MARKET

- 9.1. Jaquar
 - 9.1.1. Company Overview and Business Offerings
 - 9.1.2. SWOT Analysis of Jaquar
- 9.2. Hindware Limited
 - 9.2.1. Company Overview and Business Offerings
 - 9.2.2. SWOT Analysis of Hindware
 - 9.2.3. Business Strategies
- 9.3. Cera Sanitaryware Limited
 - 9.3.1. Company Overview and Business Offerings
 - 9.3.2. SWOT Analysis of Cera Sanitaryware
 - 9.3.3. Business Strategies
- 9.4. Grohe India Private Limited Company Overview and Business Offerings

10. INDIA BATH FITTINGS AND ACCESSORIES MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2015-FY'2019

- 10.1. Cause and Effect Relationship in India Bath Fittings and Accessories Market

11. MACROECONOMIC FACTORS AFFECTING THE INDIA BATH FITTINGS MARKET

- 11.1. Urban Population in India, 2008-2018
- 11.2. Personal Disposable Income in India, 2009-2019
- 11.3. Commercial Space in India, 2008-2018
- 11.4. Sanitary ware Market Size in India, FY'2009-FY'2019

12. APPENDIX

- 12.1. Market Definitions
- 12.2. Abbreviations
- 12.3. Research Methodology
 - Data Collection Methods
 - Approach
 - Variables (Dependent and Independent)
 - Multi Factor Based Sensitivity Model
 - Final Conclusion
- 12.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Bath Fittings and Accessories Market Size on the Basis of Revenues in INR Billion, FY'2009-FY'2014

Figure 2: India Bath Fittings and Accessories Market Supply Chain Analysis

Figure 3: India Bath Fittings and Accessories Market Segmentation by Product Types on the Basis of Revenues in Percentage (%), FY'2009-FY'2014

Figure 4: India Bath Fittings Market Size on the Basis of Revenues in INR Billion, FY'2009-FY'2014

Figure 5: India Bath Fittings Market Segmentation by Product Type on the Basis of Revenues in Percentage (%), FY'2014

Figure 6: India Bath Fittings Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in Percentage (%), FY'2014

Figure 7: India Bath Fittings Market Segmentation by New and Replacement Demand on the Basis of Revenues in Percentage (%), FY'2014

Figure 8: India Bath Fittings Market Segmentation by Class on the Basis of Revenues in Percentage (%), FY'2014

Figure 9: Market Share of Major Players in India Bath Fittings Market on the Basis of Revenues in Percentage (%), FY'2014

Figure 10: India Bath Accessories Market Size on the Basis of Revenues in INR Billion, FY'2009-FY'2014

Figure 11: India Bath Accessories Market Segmentation by Product Type on the Basis of Revenues in Percentage (%), FY'2014

Figure 12: India Bath Accessories Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in Percentage (%), FY'2014

Figure 13: India Bath Accessories Market Segmentation by New and Replacement Demand on the Basis of Revenues in Percentage (%), FY'2014

Figure 14: Market Share of Major Players in India Bath Accessories Market on the Basis of Revenues in Percentage (%), FY'2014

Figure 15: India Bath Fittings and Accessories Market Export Value in INR Million, FY'2009-FY'2014

Figure 16: India Bath Fittings and Accessories Market Export Volume in Thousand Units, FY'2009-FY'2014

Figure 17: India Bath Fittings and Accessories Market Import Value in INR Million, FY'2009-FY'2014

Figure 18: India Bath Fittings and Accessories Market Import Volume in Thousand Units, FY'2009-FY'2014

Figure 19: India Bath Fittings and Accessories Market Future Projections on the Basis of Revenues in INR Billion, FY'2015-FY'2019

Figure 20: Urban Population in India in Million, 2008-2018

Figure 21: India Personal Disposable Income in INR Billion, FY'2009-FY'2019

Figure 22: Commercial Space in India in Million Square Meters, 2008-2018

Figure 23: India Sanitary Ware Market Size in INR Crore, FY'2009-FY'2019

List Of Tables

LIST OF TABLES

- Table 1: India Bath Fittings and Accessories Market Segmentation by Product Types on the Basis of Revenues in INR Billion, FY'2009-FY'2014
- Table 2: India Bath Fittings Market Segmentation by Product Type on the Basis of Revenues in INR Billion, FY'2014
- Table 3: India Bath Fittings Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in INR Billion, FY'2014
- Table 4: India Bath Fittings Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in INR Billion, FY'2014
- Table 5: India Bath Fittings Market Segmentation by Class Segment on the Basis of Revenues in INR Billion, FY'2014
- Table 6: Market Share of Major Players in India Bath Fittings Market on the Basis of Revenues in INR Billion, FY'2014
- Table 7: India Bath Accessories Market Segmentation by Product Type on the Basis of Revenues in INR Billion, FY'2014
- Table 8: India Bath Accessories Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in INR Billion, FY'2014
- Table 9: India Bath Accessories Market Segmentation by Organized and Unorganized Sector on the Basis of Revenues in INR Billion, FY'2014
- Table 10: Market Share of Major Players in India Bath Accessories Market on the Basis of Revenues in INR Billion, FY'2014
- Table 11: Competitive Landscape for Major Players Operating in India Bath Accessories Market
- Table 12: India Bath Fittings and Accessories Products Market Import Duty Structure in Percentage Terms (%), FY'2014
- Table 13: SWOT Analysis of Jaquar
- Table 14: SWOT Analysis of Hindware
- Table 15: SWOT Analysis of Cera Sanitary ware
- Table 16: India Bath Fittings and Accessories Market Future Projections by Product Types on the Basis of Revenues in INR Billion, FY'2009-FY'2014
- Table 17: Cause and Effect Relationship Analysis between Industry Factors and Expected India Bath Fittings and Accessories Market Prospects
- Table 18: Correlation Matrix of India Bath Fittings and Accessories Market
- Table 19: Regression Coefficients Output of India's Bath Fittings and Accessories Market

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