

# **India Kitchenware Products Market Outlook to 2020 - Growing Online Distribution Channels and Demand from Nuclear Families to Foster Growth**

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## **Abstracts**

The report titled “India Kitchenware Products Market Outlook to 2020 – Growing Online Distribution Channels and Demand from Nuclear Families to Foster Growth” provides a comprehensive analysis of the kitchenware products market which primarily focuses on cookware, bake ware and glassware products. The report analyzes the kitchenware products market in detail and its segments by distribution channels, by end users, by product categories, by regional demand, by organized and unorganized sector and by rural and urban demand.

The market for glassware, bake ware and cookware products have been comprehensively covered in the report with detailed segmentation, SWOT analysis as well as the market share and competitive landscape for major players in cookware, glassware and bakeware. The report also underscores growth drivers and restraints, porter five forces, major mergers and acquisitions along with the online kitchenware space with major entry barriers as well as competitive landscape in online market. The report extensively provides insights on investment required to set up plant in India with detailed company profiles for major players. The report also includes macroeconomic factors which have been analyzed to determine the future prospects of the Industry.

Indian kitchen has transformed from being functional to fashionable. Indian women are increasingly becoming brand conscious and the same is extending to kitchen as well. The demand for kitchenware products in India has consistently showcased an upward trend with revenues growth to INR ~ million during FY’2015. The market has recorded a considerable growth in the revenue at a sizeable CAGR of ~% during the period FY’2010-FY’2015. Cookware category (pressure cookers, induction cookers and other cookware products such as Tawas, kadhai, cooking pots and pans, ladies tongs and

spatulas) has contributed the largest share of ~% in FY'2015. This growth was augmented by the growing demand from the rural and majorly from urban areas (accounted for ~% share in FY'2015). Organized players have dominated the market accounting for a promising share of ~% during FY'2015. The wide preferences of people in Northern region towards modular kitchens and demand for innovative kitchenware products have led North India to maintain highest share in FY'2015. Conventional distribution channel i.e. mom and pop stores still accounted for high share of ~% in the retail sales of kitchenware in India. Though with an entry of Pepper fry, Fabfurnish and Mebelkart in year 2012, the purchases made through these online portals have substantially enhanced in the last 3 years.

The cookware products market in India has shown a remarkable growth in the last 5 years with revenues amounted at INR ~ million in FY'2015. Rise in nuclear families, surge in production capacity by major players such as Hawkins and TTK prestige and attractive product range has revived the market growth of this category. Northern and the Southern region of India have accounted for the largest share in consumption. Hotels, bars and Restaurants accounted for a share of ~% in the overall revenues during FY'2015. The manufacturing clusters of Firozabad, Mumbai, Chennai and Kolkata are the major hubs of the unorganized players in cookware. TTK Prestige is the market leader in this space with a market share of ~% and revenues of INR ~ million in FY'2015. New product launches, current players' manufacturing capacity growth and potential switch to induction cookers from pressure cookers, rise in marriages where category forms part of Gifting Item will drive the future growth in the sector.

The glassware products market has been one of the rapidly growing markets in the Indian kitchenware industry. The glass tumblers and everyday glasses have contributed the largest in the overall glassware products market. The share of the cups and saucers and tea pots in total revenue generation has surged from FY'2010 to FY'2015 while bottles and sippers contributed ~% to the total consumption. Around ~% of the total revenues in the glassware segment are generated through organized players in FY'2015. Some of the major glassware manufacturers operating in this market are namely Borosil Glass, Yera, Ocean Glass, LaOpala and several others which have convincingly accounted for ~% of the revenues in glassware market. Hotels and restaurants contributed ~% of the total revenue generated during FY'2015. Products that are demanded by this sector include glasses, jugs, wine glasses, whiskey and beer glasses and tumblers. The market is anticipated to reach INR ~ million by FY'2020.

Domestic bakeware industry is at a nascent stage and has not developed much in India. The demand for Bakeware products is skewed because of the different food habits in

the rural and urban areas. Urban population has contributed ~% to the overall revenue in FY'2015. Baking Dishes and moulds accounted for a share of ~% and ~% to the overall revenues during FY'2015 respectively. India Bakeware products market has been dominated by organized market players. Northern region contributed largest share to the total revenue of ~% in FY'2015. The bakeware market is estimated to reach over INR 6,500 million by FY'2020 on account of increase in the penetration of microwave in the households, rise in the adoption of western culinary culture, changes in food habits and surge in nuclear families

### **Key Topics Covered in the Report:**

The market size of the India Kitchenware Products Market

Market Segmentation of Kitchenware Products Market on the basis of product categories, organized and unorganized sector, rural and urban demand, distribution channels and regional demand

The market size of the cookware, glassware, bakeware products market.

The market size of the online kitchenware products market.

Market segmentation of the cookware products market on the basis of product categories, organized and unorganized sector, rural and urban demand, distribution channels and regional demand.

Market segmentation of the bake ware products market on the basis of product categories, organized and unorganized sector, rural and urban demand, distribution channels and regional demand.

Market segmentation of the glassware products market on the basis of product categories, organized and unorganized sector, rural and urban demand, distribution channels and regional demand.

Porter Five Forces Analysis of the Industry

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