

India Vacuum Cleaner Market Outlook to 2020 - Driven by Increasing Investment in Real Estate Sector and Facility Management Cleaning Services

<https://marketpublishers.com/r/IB974430251EN.html>

Date: August 2015

Pages: 97

Price: US\$ 1,000.00 (Single User License)

ID: IB974430251EN

Abstracts

The report titled “India Vacuum Cleaner Market Outlook to 2020 – Driven by Increasing Investment in Real Estate Sector and Facility Management Cleaning Services” provides a comprehensive analysis of the market size of India Vacuum Cleaner Market, Residential Vacuum Cleaner market, Non- Residential Vacuum Cleaner market and segmentation of residential vacuum cleaner market on the basis of type, purpose, distribution channels and regional demand. The report also covers the market shares of major players in the vacuum cleaner market in the residential and non-residential sectors in India. The report extensively covers qualitative framework of vacuum cleaner market such as growth drivers, trends and developments, SWOT analysis, issues and challenges and government regulations. It also covers the macroeconomic factors which have a direct bearing on the market alleged with future outlook of the Industry.

Vacuum Cleaner industry in India, which is driven by demand of handheld cleaners from the residential sector, registered revenues of INR ~ million in FY'2015. With the advent of new players in the industry, rise in consumer awareness and launch of technologically advanced products, the revenues appreciated by 7.6% compared to FY'2014 where the total revenues were INR ~ million. Each segment in the vacuum cleaner market is subject to a gamut of different factors such as prices and number of units sold that play an important role in determining their respective revenues. The Vacuum Cleaner Market in India has grown at a CAGR of ~% from INR ~ million in FY'2010 to INR ~ million in FY'2015. A significant proportion of revenues in this industry have been generated from the residential sector which rendered revenues worth INR ~ million in FY'2015 and has grown at a CAGR of 5% from FY'2010- FY'2015. The Non-residential sector is growing at a rapid pace owing to the booming tourism industry and expansion of commercial space in India. The revenues from this

segment have escalated from INR ~ million in FY'2010 to INR ~ million in FY'2015 at a CAGR of 10.1%.

The India residential vacuum cleaner market is comprised of various players of which Eureka Forbes has continued to dominate the market. Their revenues have increased noticeably from INR ~ million in FY'2010 to INR ~ million in FY'2015, making it the largest player in the residential vacuum cleaner segment. Black & Decker was the second largest player in the residential vacuum cleaner market in FY'2015. It generated revenues of INR ~ million through the sales of handheld, canister and other vacuum cleaners for the domestic households in India.

Three main competitors in the non-residential vacuum cleaner market in India are Roots Multi-clean, Karcher, Diversey and Eureka Forbes. Roots Multi-clean posted revenues worth INR ~ million in FY'2015 from the sale of its vacuum cleaners to the non-residential sector in India. It was followed by Karcher which had a share of ~% in the India non-residential vacuum cleaner market.

The market for vacuum cleaners in India is changing at a brisk rate. Technological advancements, booming real estate sector, growth in organized retail as well as competitive pressures have been significantly changing the market. Revenues from the vacuum cleaner market in India are expected to expand to INR ~ million in FY'2020, growing at a CAGR of ~% from FY'2015 to FY'2020.

Key Topics Covered in the Report:

The market size of the India Vacuum Cleaner Market

The market size of the India Residential Vacuum Cleaner Market

The market size of the India Non-Residential Vacuum Cleaner Market.

External market scenario of India Vacuum Cleaner Market

Market segmentation of the residential vacuum cleaner market by type (handheld, canister, high pressure cleaners and robotic vacuum cleaners) and by purpose (dry, wet and dry, car, steam and window cleaners)

Market segmentation of the residential vacuum cleaner market by distribution channels (door to door marketing, retail stores, online portals and telemarketing)

and by regional demand (tier 1, tier 2 and tier 3 cities)

SWOT Analysis of India Vacuum Cleaner Market

Issues and Challenges in India Vacuum Cleaner Market

Trends and Development in the India Vacuum Cleaner Market

Government regulations in India Vacuum Cleaner Market

Competitive landscape and of the major players in residential and non-residential vacuum cleaner market

Market Positioning of major Players in Residential and Non-residential Vacuum Cleaner Market.

Future outlook and projections of the India Vacuum Cleaner Market on the basis of revenues in India

Contents

1. INDIA VACUUM CLEANER MARKET INTRODUCTION

1.1. Comparative Analysis of India and the US Vacuum Cleaner Market

2. INDIA VACUUM CLEANER MARKET SUPPLY CHAIN ANALYSIS

3. INDIA VACUUM CLEANER MARKET SIZE, FY'2010- FY'2015

3.1. By Sales Revenues, FY'2010- FY'2015

3.2. India Vacuum Cleaner Market Size by Sales Volume, FY'2010- FY'2015

4. INDIA VACUUM CLEANER MARKET SEGMENTATION

4.1. By Residential and Non Residential Demand, FY'2010-FY'2015

4.2. By Type (Handheld, Canister, High Pressure Cleaners, Robotic and Others) of Residential Vacuum Cleaners, FY'2010 and FY'2015

4.3. By Purpose of Residential Vacuum Cleaners (Dry, Wet and Dry, Car Vacuum Cleaners, Steam Cleaners, Window Cleaners and Others), FY'2010 and FY'2015

4.4. By Distribution Channels for Residential Sector (Door to Door, Retail stores, Online Portals, Telemarketing), FY'2010 and FY'2015

4.5. By Regional Demand (Tier I, Tier 2 and Tier 3 Cities), FY'2010 and FY'2015

5. INDIA VACUUM CLEANER MARKET EXTERNAL TRADE SCENARIO

5.1. Exports by Value and Volume, FY'2010-fY'2015

5.2. Imports Demand and Value, FY'2010-fY'2015

6. BRAND ANALYSIS OF INDIAN VACUUM CLEANER MARKET

7. GROWTH DRIVERS FOR INDIAN VACUUM CLEANER MARKET

Product Innovation

Increasing Share of Organized Retail

Increase in Non-Residential Services

Change in Lifestyles

Rapid Urbanization

Rising Female Working Population

8. ISSUES AND CHALLENGES IN INDIA VACUUM CLEANER MARKET

High Prices of Robotic Vacuum Cleaners
Lower Penetration in Rural Areas
Lower Preferences for Vacuum Cleaners
High Electricity Prices

9. TRENDS AND DEVELOPMENT IN INDIA VACUUM CLEANER MARKET

Outsourcing Of Cleaning Services
Demand for Aesthetically Pleasing Products
Demand for Hi- Tech High Capacity Products

10. SWOT ANALYSIS OF INDIA VACUUM CLEANER MARKET

10.1. Strengths

Low Competition
Widespread Product Portfolio
Presence of Well Known Brands

10.2. Weaknesses

Poor Government Spending on Infrastructure and Electricity
Low Technological Know-How
Lower Advertising Efforts by Companies

10.3. Opportunities

Growing Presence in Rural Areas
Emergence of Online Market Place
Growing Awareness among Domestic Population

10.4. Threats

Cheap Imports from China
Imposition of Taxes and Import Duties

11. GOVERNMENT REGULATIONS IN INDIA VACUUM CLEANER MARKET

Customs Duty on Vacuum Cleaners
RoHS Compliance Certification
CE Certification
Indian Electrical Standards

12. PREREQUISITES TO ENTER IN INDIA VACUUM CLEANER MARKET

Consumer Preferences

Procurement of Vacuum Cleaner Parts and Accessories

Competition

Government Regulations

Marketing Platforms

13. COMPETITIVE LANDSCAPE FOR INDIA VACUUM CLEANER MARKET

13.1. Market Share of Major Players in India Residential Vacuum Cleaner Market, FY'2010 and FY'2015

13.2. Market Share of Major Players in India Non- Residential Vacuum Cleaner Market, FY'2010 and FY'2015

14. INDIA VACUUM CLEANER MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2016-FY'2020

Key Opportunities for the Future

14.1. By Sector, FY'2016-FY'2020

14.2. Cause and Effect Relationship Analysis for India Vacuum Cleaner Market

15. ANALYST RECOMMENDATIONS

15.1. Opportunities for the Future

Rising Demand for High Pressure Vacuum Cleaners

Wide Emergence of Foreign Players

Booming E-commerce

Outsourcing of Cleaning Services

15.2. Recommendations For the Future

Recommendations For New Entrants

Recommendations to Existing Players

Recommendations to Government

16. MACROECONOMIC FACTORS AFFECTING THE INDIA VACUUM CLEANER MARKET

16.1. GDP Per Capita in India, CY'2009-CY'2019

16.2. Urban Population in India, CY'2009-CY'2019

16.3. Commercial Space in India, FY'2010-FY'2020

16.4. Hotel Room Supply in India, FY'2010-FY'2020

16.5. Consumer Expenditure on Home Appliances in India, FY'2010- FY'2020

17. APPENDIX

17.1. Market Definition

17.2. Abbreviations

17.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

17.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Supply Chain Analysis of Indian Vacuum Cleaner Market

Figure 2: India Vacuum Cleaner Market Size on the Basis of Revenues in INR Million, FY'2010- FY'2015

Figure 3: India Vacuum Cleaner Market Size on the Basis of Sales Volume in Thousand Units, FY'2010- FY'2015

Figure 4: India Vacuum Cleaner Market Segmentation by Demand from Residential and Non Residential Demand on the Basis of Revenues in Percentage (%), FY'2010- FY'2015

Figure 5: India Residential Vacuum Cleaner Market Segmentation by Type of Vacuum Cleaners (Handheld, Canister, High Pressure Cleaner, Robotic and others) on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Figure 6: India Residential Vacuum Cleaner Market Segmentation by Purpose of Vacuum Cleaners on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Figure 7: India Residential Vacuum Cleaner Market Segmentation by Distribution Channels (Door to Door, Retail Stores, Online Portals and Telemarketing) on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Figure 8: India Residential Vacuum Cleaner Market Segmentation by Regional Demand on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Figure 9: India Vacuum Cleaner Market Export Value in INR Million, FY'2010- FY'2015

Figure 10: India Vacuum Cleaner Market Export Volume in Thousands, FY'2010-FY' 2015

Figure 11: India Vacuum Cleaner Market Exports by Major Destinations on the Basis of Value in Percentage (%), FY'2015

Figure 12: India Vacuum Cleaner Market Import Value in INR Million, FY'2010- FY' 2015

Figure 13: India Vacuum Cleaner Market Import Volume in Thousands, FY'2010- FY'2015

Figure 14: India Vacuum Cleaner Market Imports by Major Destinations on the Basis of Value in Percentage (%), FY'2015

Figure 15: Urban Population in India in Million, CY'2009-CY'2014

Figure 16: Female Working Population in India in Million, FY'2013- FY'2015

Figure 17: Electricity Tariff in Major States of India in INR per unit, FY'2013 and FY' 2014

Figure 18: SWOT Analysis for India Vacuum Cleaner Market

Figure 19: Logistic Performance Index (1= Lowest, 5= Highest), FY'2014

Figure 20: Retail E-Commerce Sales in India on the Basis of GMV in INR Million, FY'2013- FY'2015

Figure 21: India Vacuum Cleaner Market Imports from China on the Basis of Value in INR Million, FY'2010-FY'2015

Figure 22: Market Share of Major Players in Indian Residential Vacuum Cleaner Market on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Figure 23: India Vacuum Cleaner Market Future Projections on the Basis of Revenues in INR Million, FY'2016- FY'2020

Figure 24: Future Projections of India Vacuum Cleaner Market by Residential and Non Residential Demand on the Basis of Revenues in Percentage (%), FY'2016- FY'2020

Figure 25: India Vacuum Cleaner Market Future Projections by Residential and Non-Residential Demand on the Basis of Revenues in INR Million, FY'2016-FY'2020

Figure 26: Per Capita GDP of India in INR, CY'2009-CY'2019

Figure 27: Urban Population in India in Million, CY'2009-CY'2019

Figure 28: Commercial Space in India in Million Square Meters, FY'2010- FY'2020

Figure 29: Hotel Room Supply in India in Thousand Units, FY'2010-FY'2020

Figure 30: Consumer Expenditure on Home Appliances in India in INR Billion, FY'2010-FY'2020

List Of Tables

LIST OF TABLES

Table 1: Comparative Analysis of India and the US Vacuum Cleaner Market on the Basis of Revenues in USD Million, CY' 2009 and CY' 2014

Table 2: India Vacuum Cleaner Market Segmentation by Demand from Residential and Non Residential Demand on the Basis of Revenues in INR Million, FY'2010 -FY'2015

Table 3: Indian Residential Vacuum Cleaner Market Segmentation by Type of Vacuum Cleaners (Handheld, Canister, High Pressure Cleaner, Robotic and others) on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 4: India Residential Vacuum Cleaner Market Segmentation by Purpose of Vacuum Cleaners on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 5: India Residential Vacuum Cleaner Market Segmentation by Distribution Channels (Door to Door, Retail Stores, Online Portals and Telemarketing) on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 6: India Residential Vacuum Cleaner Market Segmentation by Regional Demand on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 7: India Vacuum Cleaner Market Exports by Major Destinations on the Basis of Value in INR Million, FY;2011-FY'2015

Table 8: India Vacuum Cleaner Market Imports by Major Destinations on the Basis of Value in INR Million, FY'2010-FY'2015

Table 9: Brand Analysis for Major Players in India Residential Vacuum Cleaner Market

Table 10: Brand Analysis of Non-Residential Vacuum Cleaner Market in India

Table 11: Innovative Vacuum Cleaners Offered by Different Companies in India

Table 12: Average Prices of Robotic Vacuum Cleaners in India in INR, FY'2015

Table 13: Comparative Analysis of Logistics Infrastructure in India with China and the US, 2013

Table 14: India Vacuum Cleaner Market Import Duty Structure in Percentage Terms (%), FY'2015

Table 15: Competitive landscape of Major Players in India Residential Vacuum Cleaner Market

Table 16: Competitive Landscape of Major Players in India Industrial Vacuum Cleaner Market

Table 17: Market Share of Major Players in Indian Residential Vacuum Cleaner Market on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 18: Market Share of Major Players in Indian Non-Residential Vacuum Cleaner Market on the Basis of Revenues in Percentage (%), FY'2010 and FY'2015

Table 19: Market Share of Major Players in Indian Non- Residential Vacuum Cleaner

Market on the Basis of Revenues in INR Million, FY'2010 and FY'2015

Table 20: Cause and Effect Relationship Analysis between Industry Factors and Expected India Vacuum Cleaner Market Prospects

Table 21: Correlation Matrix of Indian Vacuum Cleaner Market

Table 22: Regression Coefficients Output of Indian Vacuum Cleaner Market

I would like to order

Product name: India Vacuum Cleaner Market Outlook to 2020 - Driven by Increasing Investment in Real Estate Sector and Facility Management Cleaning Services

Product link: <https://marketpublishers.com/r/IB974430251EN.html>

Price: US\$ 1,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IB974430251EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

