

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

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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

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