

Consumer Electronics Industry in India

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Abstracts

There is no doubt about the fact that the consumer electronics industry in India is booming! With an affluent middle class and the country's economic growth being on a rapid track, the consumer electronics industry has never before witnessed such amazing growth. Estimated to be around \$4 billion at the end of 2009, the Indian consumer electronics industry is second only to the Chinese and Japanese markets in the Asia Pacific region.

With the industry expected to witness a deceleration in growth in the coming years, Aruvian's R'search takes a look at the Consumer Electronics Industry in India. The industry is expected to have a market value of roughly \$5.4 billion by the end of 2014.

In this scenario, Aruvian's R'search analyzes the following sections of the consumer electronics industry in India:

Television Market

Refrigerator Market

Air Conditioner Market

Mobile Handset Market

Laptops & Personal Computers Market

Gaming Consoles

This research report undertakes an in-depth study of the industry by analyzing the

market segments based on value, brands, and a regional analysis. The current trends in the industry especially the expansion in distribution facilities and the altering demographics in the country are making a huge mark on the consumer electronics industry. The impact of such trends on the consumer electronics industry is analyzed in Aruvian's report *Consumer Electronics Industry in India*.

The various consumer classes that are present in the country's consumer market and the impact they have on the overall industry is analyzed as well along with the growth scenario of consumer electronics production.

Challenges and opportunities present in the market, the leading states that offer favorable opportunities for setting up production bases, and the regulatory framework governing this industry is analyzed in the report.

A very important factor determining the success of the Indian consumer electronics industry is the infusion of capital in the Indian retail sector. Aruvian's R'search provides a well grounded analysis on this and explains the various options available for attaining funds, FDI in the retail sector, venture financing options, and many other similar factors.

The challenges and opportunities that face the consumer electronics industry in terms of investment are analyzed based on competition, options for investors, development of financing options in the industry, and the role of private equity contributors.

In order to get a firm understanding of the industry, one needs to understand the major players operating in that market. Aruvian's profiles 15 of the leading players in the market, analyzing their market profile along with their strengths and weaknesses. The incredible growth of Samsung in the Indian consumer electronics market is profiled separately in a case study.

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