

India Flashlight Market Overview, 2020-2025

<https://marketpublishers.com/r/I3923B81B0A6EN.html>

Date: August 2020

Pages: 89

Price: US\$ 1,599.00 (Single User License)

ID: I3923B81B0A6EN

Abstracts

The report titled “India Flashlight Market Overview, 2020-2025” gives an all-round analysis of the Global & Indian flashlight market. Though the urban area has shifted from torch to mobile phones, the rural parts are still dependent on the dedicated flashlights. The flashlights are now used in varied forms rather than just a source of light at night. The market of flashlight in India is becoming promising day by day, with the increase in negative perception for Chinese products. The rising awareness among consumers and quality consciousness would emphatically impact market development and growth in India. However, the organized market has launched products with bright light, long beam luminous, multi-features, long durability, and compact which have allowed them to drive the market.

The flashlight market in India is now considered very small after all these years, due to the increasing use of substitute products and governments' efforts to make electricity available to every village of the country. However, after the launch of LED and rechargeable flashlights, the market has seen considerable growth. The market is expected to be above 4% in terms of volume till 2025 with the falling average selling price of flashlights that will lure more people to buy these products.

The Indian flashlight market is segmented into rechargeable & non-rechargeable out of which the former is driving the market by growing nearly at 8% CAGR in terms of volume. The growth of these products is largely dominated by the increasing adaption of LED flashlights. These new generation flashlights witnessed robust sales during the initial two years of their launch. Materials used, namely plastic, brass, and aluminum usually determine segments in the flashlight market. Earlier, the ‘brass’ segment was the most popular among consumers, especially in rural areas.

From just being available in electrical and hardware shops, the expanded distribution network made it possible to have access to such products even in the general provision

store, supermarkets, hypermarkets, stationery and gift shops. An additional key factor for sales development can be the availability of these products online.

Major Companies present in the market

Eveready Industries India Limited, Panasonic Energy India Limited, Indo National Limited, Bajaj Electricals Ltd, Wipro Consumer Care & Lighting Limited

Considered for the report:

Geography: India

Base year: 2018-19

Estimated year: 2019-20

Forecasted year: 2024-25

Objectives of the report:

To present a global & India outlook on flashlight market and industry

To analyze and forecast the flashlight market size of India in terms of value

To analyze and forecast the flashlight market size of India in terms of volume

To analyze and forecast the rechargeable flashlight market size of India in terms of value

To analyze and forecast the rechargeable flashlight market size of India in terms of volume

To analyze and forecast the non-rechargeable flashlight market size of India in terms of value

To analyze and forecast the non-rechargeable flashlight market size of India in terms of volume

To define and forecast flashlight market of India in terms of the segment by type (LED & Non-LED), by market (organized & unorganized), by material type (plastic & others), by company (Eveready, Panasonic, Nippo & others), by demographics (rural & urban) and by sales channel (online & offline)

To provide an analysis on the leading players in the India flashlight market

Scope of the report:

Global flashlight market outlook

India flashlight market outlook

India rechargeable flashlight market outlook

India non-rechargeable flashlight market outlook

Company profiles

Intended audience: This report can be useful to Industry consultants, manufacturers, suppliers, associations & organizations related to the Flashlight industry, government bodies, and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

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COMPANIES MENTIONED

1. Eveready Industries India Limited
2. Panasonic Energy India Limited
3. Indo National Limited
4. Bajaj Electricals Ltd
5. Wipro Consumer Care & Lighting Limited

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