

Indian Bath Fittings Market: Trends & Opportunities (2012-2017)

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Abstracts

Bathroom forms an indispensable part of one's life. In earlier times in India, bathroom furniture hardly featured in consumers priorities but off late Indian consumers has started beautifying their bathrooms. Bath fittings market in India has evolved over the decades from being perceived as merely a functional value product to the one which has more exciting features that makes the entire bathing experience exciting. The advanced range of bathroom solutions comprises of bath tubs, basins, shower accessories, faucets, etc. Increased emphasis has been put on luxury, style and elegance.

The market for bath fittings in India is largely unorganized. Industry leaders in the organized segment are progressively scaling their production capacities, upgrading manufacturing processes and focusing on innovative technologies to produce ergonomically convenient designs.

Booming real estate and tourism, rising disposable incomes and change in lifestyle have raised the demand for bath fittings and accessories in the Indian market from the housing as well as hospitality sectors. Growing demand for premium bathroom fittings has also drawn the interest of foreign bathroom fittings brands. Many international bath fittings brands are increasing their presence in Indian market by either joining hands with domestic brands in the segment or forming their wholly owned subsidiary in India.

The report provides an analysis of the current drivers behind the growth of the bath fittings market in India. Increasing awareness among consumers is also influencing their demand pattern which is, in turn, having a positive impact on the growth of the industry. However, the key challenges that hinder the growth of the market include huge unorganized sector, lack of replacement demand for bath fittings in India and demand

being restricted to urban areas.

The report also includes Porter's Five Forces Analysis which illustrates the competitive rivalry, bargaining power of suppliers and buyers and threat of new entrants and substitutes in addition to PEST analysis. Key players of the industry including both domestic and foreign brands like Jaquar, HSIL, Cera, TOTO, Grohe, Hansgrohe, Kohler and Dornbracht are profiled with their respective business strategies, financial performance, business highlights and product portfolio thereby providing an insight into the existing competitive scenario. In addition to this growth of the industry has been predicted taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Contents

1. EXECUTIVE SUMMARY

2. INDIAN BATH FITTINGS MARKET: OVERVIEW

3. INDIAN BATH FITTINGS MARKET ANALYSIS

3.1 Market Structure

3.2 Market Size

4. INDIAN BATH FITTINGS MARKET TRENDS

4.1 Increasing Popularity of Imported Fittings

4.2 Green initiatives

4.3 Use of Aesthetic Bathroom Fittings

4.4 Complete Bathroom Solutions

5. INDIAN BATH FITTINGS INDUSTRY: GROWTH DRIVERS & CHALLENGES

5.1 Indian Bath Fittings Industry: Growth Drivers

5.2 Indian Bath Fittings Industry: Challenges

6. INDIAN BATH FITTINGS INDUSTRY: PEST ANALYSIS

7. PORTER'S FIVE FORCES MODEL FOR INDIAN BATH FITTINGS INDUSTRY

8. COMPETITIVE LANDSCAPE

8.1 Analysis

8.2 Company profiles

8.2.1 Hindustan Sanitaryware & Industries (HSIL)

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.2 Jaquar

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.3 CERA Sanitary ware Ltd. (CSL)

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.4 Hansgrohe India Private Limited Company

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.5 Grohe India Pvt. Ltd. (GIPL)

Overview

Business Segments

Financials

Business Strategy

Marketing Strategy

SWOT Analysis

8.2.6 TOTO India Industries Pvt. Ltd. (Toto)

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.7 Kohler India Corporation Pvt. Ltd.

Overview

Business Segments

Financials

Business Strategy

SWOT Analysis

8.2.8 Dornbracht India Pvt. Ltd. 55

Overview

Business Strategy

SWOT Analysis

9. RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

Figure 1: Indian Bath Fittings Market Structure (2011) Share by Volume & Share by Value

Figure 2: Indian Bath Fittings Market Structure (2011)

Figure 3: Indian Bath Fittings Market, 2008-12E (US\$ Million)

Figure 4: Indian Bath Fittings Market Forecast, 2013-17 (US\$ Billion)

Figure 5: Indian Urban Housing Demand (2001-2016E)

Figure 6: Indian Urban Housing Trend (1951-2021E)

Figure 7: Indian Middle Class Population (%), 2010

Figure 8: Foreign Tourist Arrivals in India, 2004-2012 (Million)

Figure 9: Replacement Demand in Indian Bath Fittings Market (2011)

Figure 10: Indian Households with in-house Bathroom Facility (%)

Figure 11: FDI in Housing Sector in India

Figure 12: Population of India, 1951-2011 (Millions)

Figure 13: Porter's Five Forces Model for Indian Bath Fittings Industry

Figure 14: Business Segments of HSIL

Figure 15: Revenue 2010&2011 for building product segment

Figure 16: Revenue for Jaquar, FY11-FY13E (US\$ Million)

Figure 17: Business Segment of CSL

Figure 18: Cera Revenue, 2010-11 (US\$ Million)

Figure 19: Hansgrohe Revenue, 2010-11 (US\$ Million)

Figure 20: Grohe India Revenue, 2010-15E (US\$ Million)

Figure 20: Toto India Net Revenue, 2011-12E (US\$ Million)

Figure 21: Kohler India Revenue, 2010-12E (US\$ Million)

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