

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.

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