

Indian Crockery Market: Trends and Opportunities (2013-2018)

<https://marketpublishers.com/r/I16E07E2E76EN.html>

Date: October 2013

Pages: 46

Price: US\$ 600.00 (Single User License)

ID: I16E07E2E76EN

Abstracts

Scope of the Report

The report titled “Indian Crockery Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the crockery industry of India. The report provides detailed analysis of the Indian crockery market. Also, key market challenges recognized by the analysts and the major observable trends in the Indian Crockery market are presented in the report. Leading companies operating in this market, namely La Opala RG Ltd., Luminarc and Corelle have been profiled with their respective business strategies. The growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends, the growth drivers and challenges.

Geographical Coverage

India

Company Coverage

La Opala RG Ltd

Luminarc

Corelle

Executive Summary

Crockery has by far become an integral part of every dining room not only because of its utility but also it can lend grandeur even to a humble little dwelling. The role of dining room has changed from merely being a place to dine in to one of stately proportions. Crockery adds grace and class to the decor of the dining room giving it a royal ambience. In the Indian milieu, one can hardly find a modern household without at least one set of crockery proudly exhibited in a rather strategic spot on the mantle or showcase another set for daily use. Crockery enhances the positive mood and vibes, soothing the mind of the guest and the host alike.

The demand for crockery in India has undergone dramatic change. Crockery is no longer used only as a serve ware but as a lifestyle product. With the changing lifestyle and attitude of people, the design of crockery has undergone sea change. A transition from Stainless Steel to Glass wares has been observed. With cultural diversity and varied lifestyles in India, crockery market is one of the most vibrant market segments. A highly fragmented market, crockery has been one of the fastest growing segments over the past few years paving the way for new market players to enter the industry.

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