

# The 2023-2028 Outlook for Table Linen in India

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## Abstracts

This study covers the latent demand outlook for table linen across the states, union territories, and cities of India. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 4,900 cities in India. For each city in question, the percent share the city is of its state or union territory and of India as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-?-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state, union territory, and city, latent demand estimates are created for table linen. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of table linen as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Aastha Enterprises, AB Siulas, Advanced Water Treatment, Airwill Home Collections Private, American Moistening Company, Around the Table, C & R Textiles (P), Ltd., Ecodyne, ELIYA Hotel Linen Company, Ltd., Fabrica Maria, Feedwater, GE Water, Guangzhou Kai Yuan Water Treatment Equipment, Hycom Linens, IKEA Holdings B.V., Industrial Water Equipment?IWE?, Inter IKEA Systems, Jiangsu Sidefu Textile Company, Ltd., Jomar Table Linens CA, Milliken & Company, Natal Water Treatment Group, Premier Table Linens, Prestige Linens LLC., SA de C.V., Shenzhen Athos Ornaments & Fabric Company, Ltd., Siulas AB, StarTex Linen Company., Unifab India, Urquild Linen Company, Vasudev Water Solution, Venus Group, and Wadhupal & Sons. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in

defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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