

Consumer Electronics Retail in India - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Consumer Electronics Retail in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum

cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Indian consumer electronics market had total revenues of \$70.8bn in 2020, representing a compound annual growth rate (CAGR) of 9.8% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the Indian consumer electronics market in 2020, sales through this channel generated \$42.7bn, equivalent to 60.3% of the market's overall value.

Sales of consumer electronics through online pureplay channels have been on the rise for a while in India, reflecting a global trend in consumer behavior.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in India

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the India consumer electronics retail market with five year forecasts

REASONS TO BUY

What was the size of the India consumer electronics retail market by value in 2020?

What will be the size of the India consumer electronics retail market in 2025?

What factors are affecting the strength of competition in the India consumer electronics retail market?

How has the market performed over the last five years?

How large is India's consumer electronics retail market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What advantages do online pureplay retailers have in this market?
- 7.3. How has the COVID-19 pandemic affected leading players?

8 COMPANY PROFILES

- 8.1. Infiniti Retail Ltd
- 8.2. Reliance Industries Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: India consumer electronics retail market value: \$ billion, 2016-20

Table 2: India consumer electronics retail market category segmentation: \$ billion, 2020

Table 3: India consumer electronics retail market geography segmentation: \$ billion, 2020

Table 4: India consumer electronics retail market distribution: % share, by value, 2020

Table 5: India consumer electronics retail market value forecast: \$ billion, 2020-25

Table 6: Infiniti Retail Ltd: key facts

Table 7: Infiniti Retail Ltd: Key Employees

Table 8: Reliance Industries Limited: key facts

Table 9: Reliance Industries Limited: Annual Financial Ratios

Table 10: Reliance Industries Limited: Key Employees

Table 11: India size of population (million), 2016-20

Table 12: India gdp (constant 2005 prices, \$ billion), 2016-20

Table 13: India gdp (current prices, \$ billion), 2016-20

Table 14: India inflation, 2016-20

Table 15: India consumer price index (absolute), 2016-20

Table 16: India exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: India consumer electronics retail market value: \$ billion, 2016-20

Figure 2: India consumer electronics retail market category segmentation: % share, by value, 2020

Figure 3: India consumer electronics retail market geography segmentation: % share, by value, 2020

Figure 4: India consumer electronics retail market distribution: % share, by value, 2020

Figure 5: India consumer electronics retail market value forecast: \$ billion, 2020-25

Figure 6: Forces driving competition in the consumer electronics retail market in India, 2020

Figure 7: Drivers of buyer power in the consumer electronics retail market in India, 2020

Figure 8: Drivers of supplier power in the consumer electronics retail market in India, 2020

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in India, 2020

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in India, 2020

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in India, 2020

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