+44 20 8123 2220
info@marketpublishers.com

Sanitaryware Market in India 2013

https://marketpublishers.com/r/S5D901AA3EBEN.html
Date: October 2013
Pages: 119
Price: US$ 950.00 (Single User License)
ID: S5D901AA3EBEN

Abstracts

The report is sent in 0-2 business days after order is placed.

Netscribes' latest market research report titled Sanitaryware Market in India 2013 states that sanitaryware manufacturers are experiencing high demand for their products due to multiple factors. These include an increase in average household income levels among Indian consumers, along with shift in lifestyle patterns, both of which has led to booming demand for high-end premium products over the past few years. More and more people are viewing sanitaryware products as a medium through which they can showcase their wealth and premium lifestyle. Besides, companies are also manufacturing products to suit the upbeat lifestyles of new age Indians by laying greater emphasis on looks and comfort. The rapid growth of the real estate sector also has an important role to play in the growth of the domestic sanitaryware market. With new residential and commercial establishments coming up at a very fast pace, demand for sanitaryware has also increased. Moreover, builders have also started to understand the importance of having bathrooms with a premium look, as a result of which they are investing more in installing high-end products. The replacement demand in the country is very low at present. This however, offers a vital growth opportunity for the sanitaryware manufacturers. Moreover, entry-level products are also likely to experience high demand in future owing to the low level of penetration of sanitation facilities in India. Around one-third of the country's population does not have access to basic sanitation facilities at present. As awareness and affordability of such products increases, more people will be willing to spend on sanitaryware.

The market is characterized by a large unorganized sector. Nearly 250 companies operate in the unorganized sector that caters largely to the low-end segment and the export market. While the organized players generally manufacture premium products, the unorganized sector manufactures low-end products. Price sensitive consumers looking to purchase low-end products generally choose products from the unorganized

players due to the relatively lower prices vis-?-vis low-end products from the organized players' portfolio. Moreover, several foreign players operate in the market who mostly concentrate on the premium segment.

The various state governments and the central government are implementing various sanitation campaigns and schemes that will ultimately benefit the market players, especially those manufacturing entry-level products. Government target of having sanitation facilities installed in every household of the country and the steps taken by it in this direction will ensure a higher uptake of products. Moreover, the 675% increase in the proposed allocation for sanitation in the 12th Five Year Plan compared to the fund allocation during the 11th Five Year Plan will provide a major boost to the market. Public toilet schemes such as installing 'Sulabh' toilets in public places as well as the various housing policies undertaken by the government over the years to reduce housing shortages will prove beneficial for the players.

With the steady growth in the market, several foreign companies have entered the domestic sanitaryware industry recently. These companies are trying to gain an entry by focusing on retail sales or by entering into joint ventures with established domestic players. Growing preference for premium products has also ensured that some of these new entrants have registered a growth rate of as much as ~30% on a y-o-y basis.

+44 20 8123 2220
info@marketpublishers.com

Contents

Slide 1: Executive Summary

MACROECONOMIC INDICATORS

Slide 2: GDP at Factor Cost: Quarterly (2009-10, 2010-11, 2011-12, 2012-13), Inflation Rate: Monthly (Nov 2012 – Apr 2013)
Slide 3: Gross Fiscal Deficit: Monthly (Sep 2011-Feb 2012), Exchange Rate: Monthly (Dec 2012 – May 2013)
Slide 4: Lending Rate: Annual (2009-10, 2010-11, 2011-12, 2012-13), Trade Balance: Annual, FDI: Annual (2009-10, 2010-11, 2011-12, 2012-13)

INTRODUCTION

Slide 5: Sanitaryware Products – Sinks
Slide 6: Sanitaryware Products – Water Closets and Bath Tubs
Slide 7: Sanitaryware Process Flow Chart

MARKET OVERVIEW

Slide 8: Sanitaryware – Market Overview, Market Size & Growth (Value-Wise; 2010-11 – 2016-17e)
Slide 9-10: Estimated Demand for Sanitaryware by 2017 and Sources of Demand
Slide 11: Latrine Facility – Segments (2011)
Slide 12: Rural Latrine Facility within Premises (2001, 2011), Urban Latrine Facility within Premises (2001, 2011)
Slide 13: Rural Bathing Facility within Premises (2001, 2011), Urban Bathing Facility within Premises (2001, 2011)

SANITATION FACILITIES

Slide 14-16: Basic Amenities Scenario – Latrine Facility (State-Wise; 2011)
Slide 17: Percentage Share of Households Having Latrine Facility (2011)
Slide 18-20: Basic Amenities Scenario – Bathing Facility (State-Wise; 2011)
Slide 21: Percentage Share of Households Having Bathing Facilities (2011)

EXPORT - IMPORT

+44 20 8123 2220
info@marketpublishers.com

Slide 22: Export of Sanitaryware – Overview, Size (Value & Volume: 2009-10 – 2012-13), Region Wise (Value; 2012-13 and Volume; 2012-13)
Slide 23: Import of Sanitaryware – Overview, Size (Value & Volume: 2009-10 – 2012-13), Region Wise (Value; 2012-13 and Volume; 2012-13)

DRIVERS & CHALLENGES

Slide 24: DRIVERS AND CHALLENGES Summary
Slide 25-31: Drivers
Slide 32-34: Challenges

GOVERNMENT INITIATIVES

Slide 35: Government Initiatives Summary
Slide 36-37: Total Sanitation Campaign and 12th Five Year Plan (2012-17)
Slide 38: Public Toilet Schemes
Slide 39: Urban Housing Policies
Slide 40: 100% FDI in Real Estate

TRENDS

Slide 41: Trends Summary
Slide 42-45: Major TRENDS in the Market

COMPETITIVE LANDSCAPE

Slide 46: Porter's Five Forces Analysis
Slide 47-51: Competitive Benchmarking – Public Companies
Slide 52: COMPETITION Curve – Public Companies
Slide 53-70: Major Public Companies
Slide 71-74: Competitive Benchmarking – Private Companies
Slide 75: COMPETITION Curve – Private Companies
Slide 76-114: Major Private Companies

STRATEGIC RECOMMENDATION

Slide 115-117: Key Recommendations

APPENDIX

+44 20 8123 2220
info@marketpublishers.com

Slide 118: Appendix
Slide 119: Sources of Information

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Sanitaryware Market in India 2013

Product link: https://marketpublishers.com/r/S5D901AA3EBEN.html

Price: US$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S5D901AA3EBEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970