

# **India Home Laundry Appliances Market Analysis, by Type (Semi-Automatic, Automatic and Automatic Washer & Dryers) Forecast & Opportunities, 2016-2021**

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## **Abstracts**

India, world's third largest economy by purchasing power parity (PPP) method, is growing with the highest GDP growth rate among major economies and over medium to long term, India has potential to emerge as one of the largest consumption economies of the world. Apart from growing economy and population growth, India is witnessing other trends that make it a favourable market, these include growing urbanisation, increase in number of nuclear families, improvement in education level, surging number of women in the workforce, and modernisation of lifestyles.

India's GDP per capita has tripled over the past decade, and World Bank suggests that at the current GDP per capita level, expenditure should accelerate from current levels, benefitting varieties of sectors, including home laundry appliances. Average households in urban as well as in rural areas have been witnessing an upsurge in their incomes, following improvement in employment opportunities, increase in double income households and government's effort to boost rural income. These positive factors are helping Indian consumers to buy home laundry appliances. Home laundry manufacturers are offering wide range of washing machines with high efficacy and improved features, at different price points. This wide product offering has also contributed towards increasing demand of home laundry appliances in the country.

Besides, a growing number of Indian households are replacing semi-automatic appliances with automatic washing machines and the market is forecast to reach USD 1678 million by 2021, with a CAGR of over 11% during 2016-21. The market for these products is being accelerated by improving retail distribution and celebrity

endorsements who continue to influence Indian buyers. Industry has enjoyed an appreciable performance owing to favourable macro-economic policies such as low interest rates; discount and exchange offers coupled with easy financing options like zero down payment and low EMI options. These factors have boosted industry & consumers' sentiments and industry has emerged as one of the beneficiary.

According to "India Home Laundry Appliances Market Analysis By Type, Forecast & Opportunities, 2016-2021", laundry appliances market recorded an impressive growth with a CAGR of 9.58% during 2011-15, on the back of growing urbanisation, increasing disposable income and surging number of women in jobs. Government's decision to implement seventh pay commission is also forecast to help the industry as this will directly benefit over 10 million government employees in terms of increased salaries and pensions.

In 2015, 'automatic washing machines' category recorded the fastest CAGR growth owing to increased demand of these appliances coupled with companies' focus to sell the category as they offer better margin compared to semi-automatic washing machines. West region is the largest regional market for laundry appliances as it is home to millions of consumers with high personal disposable income than rest of the India. As far as competitive landscape is concerned, India home laundry appliances market is highly consolidated market wherein top four players accounted for over 83% of the market in value and volume terms.

India Home Laundry Appliances Market Analysis by Type, Forecast and Opportunities, 2016-2021 elaborates the following aspects of laundry appliances market in the country.

India Home Laundry Appliances Market Size by value & volume, Share & Forecast

Segmental Analysis - By Type (Semi-Automatic Washing Machines, Automatic Washing Machines and Automatic Washer & Dryers) By Company and By Region

India Macro Economic Analysis

Policy and Regulatory Landscape

Micro Market Trends & Developments

## Competitive Landscape & Strategic Recommendations

### Why You Should Buy This Report?

To have a comprehensive understanding of India home laundry appliances market

To help laundry appliances companies in making informed decision through in-depth knowledge of the market size in value & volume terms, macro drivers, challenges and on-going industry trends

To obtain competitive advantage over rivals

To add weight to presentations and marketing material

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

### Research Methodology

MarketMonitor uses primary and secondary sources to collect the information and validates them to present the 360 degree view of the industry. Primary research includes interviews with home laundry companies, specialist retailers and industry analysts while secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' industry studies, company annual reports, and other proprietary databases.

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