

India Kitchen Appliances Market Analysis, Forecast and Opportunities, 2016-2022

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Abstracts

India has been registering strong single digit GDP growth, with average rate of 7% since 2013 and it will be the fastest growing economy over the next five years too. With a whopping population of over 1.30 billion people, and growing middle class population of over 267 million, the country presents vast opportunities for multitude of products including kitchen appliances. India has already become world's third largest economy on PPP method, after United States and China. Apart from growing economy and middle class, the country is also witnessing other trends, like increasing urbanisation, westernisation of lifestyle and growing number of women in the workforce. These factors make India a favourable market for kitchen appliances.

According to MarketMonitor report titled "India Kitchen Appliances Market Analysis, Forecast & Opportunities, 2016-2022", Kitchen Appliances market recorded strong growth, with a CAGR of over 13% during review period of 2011-16. The market advanced on the back of rising disposable income, growing sales infrastructure in the form of specialist stores & e-commerce players coupled with innovation in kitchen appliances, increasing popularity of modular kitchens and convenience associated with such appliances. The market is forecast to advance with a double digit CAGR of 15.41% during estimated period of 2017-22.

During the review period of 2011-2016, each category like Hobs, Blenders, Microwaves, Cooker Hoods, Food Processors, Toaster, Cookers, Built in Ovens, Electric Kettles, Dishwashers and Coffee Machines recorded double digit value growth on the back of additional factors like more customisation in kitchen appliances coupled with new launches at wide price points targeting different income groups, growing energy and performance efficiency of kitchen appliances and other features like Child Lock, Digital Display, elegant look, easy to clean and automation of such kitchen appliances. As far

as competitive landscape is concerned, kitchen appliances market is a fragmented market, wherein top five players account for over 45% of the market in value terms. Besides, e-commerce companies are offering range of kitchen appliances with easy financing, like low EMI & discounts to generate more sales, which also contributed towards increased demand. And, the market is projected to reach over USD 7 billion by 2022.

As per Adarsh Raj, Research Director, MarketMonitor Consultancy, “the introduction of reforms like Seventh Pay Commission, Goods & Service Tax (GST) and industry friendly programs like Smart City Project will help kitchen appliance companies significantly. Growing number of double & multi income households aided by government’s effort to boost income will help households in urban as well as in rural areas to buy modern kitchen appliances. Besides, availability of low cost kitchen appliances from new players in tier II and tier III cities will also contribute to surge in the demand and kitchen appliances industry will witness high rates of growth through 2022 and onwards.”

India Kitchen Appliances Market Analysis, Forecast and Opportunities, 2016-2022 elaborates the following aspects of kitchen appliance market in the country.

Global Kitchen Appliances Market Overview

India Kitchen Appliances Outlook, Market Size by Value & Volume, Market Share & Forecast

Segmental Analysis- By Category (Hobs, Blenders, Microwaves, Cooker Hoods, Food Processors, Toaster, Electric Cookers, Built-in Ovens, Electric Kettles, Dishwashers, Coffee Machines & Others), By Company, By Point of Sale and By Region

India Kitchen Appliances Supply Chain Analysis

India Kitchen Appliances Market Dynamics (Drivers & Challenges)

Kitchen Appliances Market Trends & Developments

Policy and Regulatory Landscape

India Kitchen Appliances Import-Export analysis

India Macro Economic Profile & Analysis

Competitive Landscape & Strategic Recommendations

WHY YOU SHOULD BUY THIS REPORT?

To have a comprehensive understanding of India Kitchen Appliances Market explained through 34 data figures and 18 tables

To help kitchen 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 kitchen appliances companies, investors 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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