

India Modular Kitchen Industry Report 2015

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Abstracts

A modular kitchen is composed of different modules of cabinets which can easily be integrated or disintegrated, thus increasing portability and effective use of available space.

The modular kitchen market is controlled by small producers, occupying for over 84% of the total production which was 429,490 units in 2014, and is expected to reach 524,700 units in 2015; the total production will be 1,540,100 units in 2021. The modular kitchen revenue of manufacturers was approximately 413 million USD in 2014, and it will be 1,376 million USD in 2021. On the other hand, the consumption value was 752 million USD in 2014, and it will reach 1952 million USD in 2021.

The low-end modular kitchens are dominated by the local small producers, and the high-end products are dominated by the foreign brands, especially the brands from Italy and Germany, like Bulthaup, Franke, Häfele, Miele, Neoperl, Nolte, Peka, Poggenpohl, Veneta Cucine CC India, Häcker and Hettich etc., through distributors, local offices or establishing their factories.

Imports account for 32 % of modular kitchen market (dominated by Italy 51% and Germany 27 %).

The key demand drivers are convenience and ergonomics that modular kitchens offer. Rise in the number of nuclear families, increase in the number of working couples, higher disposable income and increased affordability are the key factors that have envisaged the demand for modular kitchens. Growing demand for premium housing is driving the demand for prefabricated kitchens that have come to signify style, convenience and an efficient use of space. Modular kitchens have become an essential part of any modern apartment and this concept is growing at a fast pace. The idea of the kitchen itself is undergoing a transformation - it is fast becoming a social space for

family and friends and a marker of your personal growth and status.

On the basis of sales marketing, retail sales dominate the modular kitchen market in India accounting for 76% of the total market size, while project sales constitute the rest of the 24%.

Contents

1 INDUSTRY OVERVIEW

- 1.1 Definition and Specifications of Modular Kitchen
- 1.2 Classification of Modular Kitchen
- 1.3 Applications of Modular Kitchen
- 1.4 Industry Chain Structure of Modular Kitchen
- 1.5 Industry Overview of Modular Kitchen
- 1.6 Industry Policy Analysis of Modular Kitchen
- 1.7 Industry News Analysis of Modular Kitchen

2 MANUFACTURING COST STRUCTURE ANALYSIS OF MODULAR KITCHEN

- 2.1 Bill of Materials (BOM) of Modular Kitchen
- 2.2 BOM Price Analysis of Modular Kitchen
- 2.3 Labor Cost Analysis of Modular Kitchen
- 2.4 Manufacturing Cost Structure Analysis of Modular Kitchen
- 2.5 Manufacturing Process Analysis of Modular Kitchen
- 2.6 India Price, Cost and Gross of Modular Kitchen 2010-2015

3 TECHNICAL DATA AND MANUFACTURING PLANTS ANALYSIS

- 3.1 Capacity and Commercial Production Date of India Key Manufacturers in 2014
- 3.2 Manufacturing Plants Distribution of India Key Modular Kitchen Manufacturers in 2014
- 3.3 R&D Status and Technology Source of India Modular Kitchen Key Manufacturers in 2014
- 3.4 Raw Materials Sources Analysis of India Modular Kitchen Key Manufacturers in 2014

4 PRODUCTION ANALYSIS OF MODULAR KITCHEN BY REGIONS, PRODUCT TYPES, AND APPLICATIONS

- 4.1 India Production of Modular Kitchen by Regions (Key Province) 2010-2015
- 4.2 India Production of Modular Kitchen by Product Types 2010-2015
- 4.3 India Sales of Modular Kitchen by Applications 2010-2015
- 4.4 Price Analysis of India Modular Kitchen Key Manufacturers in 2015
- 4.5 India Capacity, Production, Import, Export, Sales, Price, Cost and Revenue of

Modular Kitchen 2010-2015

5 CONSUMPTION VOLUME AND CONSUMPTION VALUE ANALYSIS OF MODULAR KITCHEN BY REGIONS

- 5.1 India Consumption Volume of Modular Kitchen by Regions 2010-2015
- 5.2 India Consumption Value of Modular Kitchen by Regions 2010-2015
- 5.3 India Consumption Price Analysis of Modular Kitchen by Regions 2010-2015

6 ANALYSIS OF MODULAR KITCHEN PRODUCTION, SUPPLY, SALES AND MARKET STATUS 2010-2015

- 6.1 Capacity, Production, Sales, and Revenue of Modular Kitchen 2010-2015
- 6.2 Production Market Share and Sales Market Share of Modular Kitchen 2010-2015
- 6.3 Sales Overview of Modular Kitchen 2010-2015
- 6.4 Supply, Consumption and Gap of Modular Kitchen 2010-2015
- 6.5 Import, Export and Consumption of Modular Kitchen 2010-2015
- 6.6 Cost, Price, Revenue and Gross Margin of Modular Kitchen 2010-2015

7 ANALYSIS OF MODULAR KITCHEN INDUSTRY KEY MANUFACTURERS

- 7.1 Sleek International
 - 7.1.1 Company Profile
 - 7.1.2 Product Picture and Specifications
 - 7.1.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.1.4 Sleek International Contact Information
- 7.2 Godrej and Boyce Mfg
 - 7.2.1 Company Profile
 - 7.2.2 Product Picture and Specifications
 - 7.2.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.2.4 Godrej and Boyce Mfg Contact Information
- 7.3 Oren Kitchen Appliances
 - 7.3.1 Company Profile
 - 7.3.2 Product Picture and Specifications
 - 7.3.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.3.4 Oren Kitchen Appliances Contact Information
- 7.4 Zuari Furniture
 - 7.4.1 Company Profile
 - 7.4.2 Product Picture and Specifications

- 7.4.3 Capacity, Production, Price, Cost, Gross, and Revenue
- 7.4.4 Zuari Furniture Contact Information
- 7.5 Spacewood
 - 7.5.1 Company Profile
 - 7.5.2 Product Picture and Specifications
 - 7.5.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.5.4 Spacewood Contact Information
- 7.6 IFB Industries Ltd
 - 7.6.1 Company Profile
 - 7.6.2 Product Picture and Specifications
 - 7.6.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.6.4 IFB Industries Ltd Contact Information
- 7.7 Hindware Home Retail
 - 7.7.1 Company Profile
 - 7.7.2 Product Picture and Specifications
 - 7.7.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.7.4 Hindware Home Retail Contact Information
- 7.8 Design Indian Kitchen
 - 7.8.1 Company Profile
 - 7.8.2 Product Picture and Specifications
 - 7.8.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.8.4 Design Indian Kitchen Contact Information
- 7.9 Europlak SV Cucine India
 - 7.9.1 Company Profile
 - 7.9.2 Product Picture and Specifications
 - 7.9.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.9.4 Europlak SV Cucine India Contact Information
- 7.10 Timbor Home
 - 7.10.1 Company Profile
 - 7.10.2 Product Picture and Specifications
 - 7.10.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.10.4 Timbor Home Contact Information
- 7.11 Kitchen Grace
 - 7.11.1 Company Profile
 - 7.11.2 Product Picture and Specifications
 - 7.11.3 Capacity, Production, Price, Cost, Gross, and Revenue
 - 7.11.4 Kitchen Grace Contact Information
- 7.12 Cute Kitchen
 - 7.12.1 Company Profile

7.12.2 Product Picture and Specifications

7.12.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.12.4 Cute Kitchen Contact Information

7.13 V3 ENGINEERS

7.13.1 Company Profile

7.13.2 Product Picture and Specifications

7.13.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.13.4 V3 ENGINEERS Contact Information

7.14 ModSpace

7.14.1 Company Profile

7.14.2 Product Picture and Specifications

7.14.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.14.4 ModSpace Contact Information

7.15 Lispo Kitchens

7.15.1 Company Profile

7.15.2 Product Picture and Specifications

7.15.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.15.4 Lispo Kitchens Contact Information

7.16 Kohinoor Furniture House

7.16.1 Company Profile

7.16.2 Product Picture and Specifications

7.16.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.16.4 Kohinoor Furniture House Contact Information

7.17 Akruti

7.17.1 Company Profile

7.17.2 Product Picture and Specifications

7.17.3 Capacity, Production, Price, Cost, Gross, and Revenue

7.17.4 Akruti Contact Information

8 PRICE AND GROSS MARGIN ANALYSIS

8.1 Analysis of Price

8.2 Gross Margin Analysis

8.3 Price Comparison by Regions

8.4 Price Analysis of Different Modular Kitchen Product Types

8.5 Market Share Analysis of Different Modular Kitchen Price Levels

8.6 Gross Margin Analysis of Different Modular Kitchen Applications

9 MARKETING TRADER OR DISTRIBUTOR ANALYSIS OF MODULAR KITCHEN

- 9.1 Marketing Channels Status of Modular Kitchen
- 9.2 Traders or Distributors of Modular Kitchen with Contact Information
- 9.3 Ex-work Price, Channel Price and End Buyer Price Analysis of Modular Kitchen
- 9.4 India Import, Export and Trade Analysis of Modular Kitchen

10 DEVELOPMENT TREND OF MODULAR KITCHEN INDUSTRY 2016-2021

- 10.1 Capacity and Production Overview of Modular Kitchen 2016-2021
- 10.2 Production Market Share by Product Types of Modular Kitchen 2016-2021
- 10.3 Sales and Sales Revenue Overview of Modular Kitchen 2016-2021
- 10.4 India Sales of Modular Kitchen by Applications 2016-2021
- 10.5 Import, Export and Consumption of Modular Kitchen 2016-2021
- 10.6 Cost, Price, Revenue and Gross Margin of Modular Kitchen 2016-2021

11 INDUSTRY CHAIN SUPPLIERS OF MODULAR KITCHEN WITH CONTACT INFORMATION

- 11.1 Major Raw Materials Suppliers of Modular Kitchen with Contact Information
- 11.2 Major Players of Modular Kitchen with Contact Information
- 11.3 Key Consumers of Modular Kitchen
- 11.4 Supply Chain Relationship Analysis of Modular Kitchen

12 NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS OF MODULAR KITCHEN

- 12.1 New Project SWOT Analysis of Modular Kitchen
- 12.2 New Project Investment Feasibility Analysis of Modular Kitchen

13 CONCLUSION OF THE INDIA MODULAR KITCHEN INDUSTRY REPORT 2015

List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Modular Kitchen

Table Classification of Modular Kitchen

Figure India Sales Market Share of Modular Kitchen by Product Types in 2014

Table Applications of Modular Kitchen

Figure India Sales Market Share of Modular Kitchen by Applications in 2014

Figure Industry Chain Structure of Modular Kitchen

Table Industry Policy of Modular Kitchen

Table Industry News List of Modular Kitchen

Table Bill of Materials (BOM) and Part Suppliers of Raw Materials

Figure Price (USD/Square meter) Naihuoban Table in Cabinet

Figure Price (USD/Square meter) Stainless Steel in Cabinet

Figure Price (USD/Square meter) Stainless Steel in Cabinet

Table Labor Cost of Modular Kitchen

Table Manufacturing Cost Structure Analysis of Modular Kitchen in 2014

Figure Manufacturing Process Analysis of Modular Kitchen

Table India Price Analysis of Modular Kitchen 2010-2015 (USD/Unit)

Table India Cost Analysis of Modular Kitchen 2010-2015 (USD/Unit)

Table India Gross Analysis of Modular Kitchen 2010-2015

Table Capacity (Units) and Commercial Production Date of India Modular Kitchen Key Manufacturers in 2014

Table Manufacturing Plants Distribution of India Key Modular Kitchen Manufacturers in 2014

Table R&D Status and Technology Source of India Modular Kitchen Key Manufacturers in 2014

Table Raw Materials Sources Analysis of India and India Modular Kitchen Key Manufacturers in 2014

Table India Production of Modular Kitchen by Regions 2010-2015 (Units)

Table India Production Market Share of Modular Kitchen by Regions 2010-2015

Figure India Production Market Share of Modular Kitchen by Regions in 2014

Figure India Production Market Share of Modular Kitchen by Regions in 2015

Table India Production of Modular Kitchen by Product Types in 2010-2015 (Units)

Table India Production Market Share of Modular Kitchen by Product Types in 2010-2015

Table India Sales of Modular Kitchen by Applications 2010-2015 (Units)

Table India Production Market Share of Modular Kitchen by Applications 2010-2015

Figure India Production Market Share of Modular Kitchen by Applications in 2014

Figure India Production Market Share of Modular Kitchen by Applications in 2015

Figure Price Comparison of India Modular Kitchen Key Manufacturers in 2015
(USD/Unit)

Table India Capacity, Production, Import Export Sales Price, Cost and Revenue (M USD) of Modular Kitchen 2010-2015

Table India Consumption Volume of Modular Kitchen by Regions 2010-2015 (Units)

Table India Consumption Volume Market Share of Modular Kitchen by Regions 2010-2015

Figure India Consumption Volume Market Share of Modular Kitchen by Regions in 2014

Figure India Consumption Volume Market Share of Modular Kitchen by Regions in 2015

Table India Consumption Value (Million USD) of Modular Kitchen by Regions 2010-2015

Table India Consumption Value Market Share of Modular Kitchen by Regions 2010-2015

Figure India Consumption Value Market Share of Modular Kitchen by Regions in 2014

Figure India Consumption Value Market Share of Modular Kitchen by Regions in 2015

Table Consumption Price of Modular Kitchen by Regions 2010-2015 (USD/Unit)

Table India Major Manufacturers Capacity of Modular Kitchen 2010-2015 (Units)

Table India Capacity Market Share of Major Modular Kitchen Manufacturers 2010-2015

Table India and Major Manufacturers Production of Modular Kitchen 2010-2015 (Units)

Table India Production Market Share of Major Modular Kitchen Manufacturers 2010-2015

Figure India Capacity (Units), Production (Units) and Growth Rate of Modular Kitchen 2010-2015

Figure India Capacity Utilization Rate of Modular Kitchen 2010-2015

Figure India Production Market Share of Major Modular Kitchen Manufacturers in 2014

Figure India Production Market Share of Major Modular Kitchen Manufacturers in 2015

Figure India Sales Market Share of Major Modular Kitchen Manufacturers in 2014

Figure India Sales Market Share of Major Modular Kitchen Manufacturers in 2015

Figure India Sales (Units) and Growth Rate of Modular Kitchen 2010-2015

Table India Major Manufacturers Export (Units) of Modular Kitchen 2010-2015 (K Units)

Table India Major Manufacturers Local Sales (Units) of Modular Kitchen 2010-2015 (K Units)

Table India Supply, Consumption and Gap of Modular Kitchen 2010-2015 (Units)

Table India Import, Export and Consumption of Modular Kitchen 2010-2015 (Units)

Table Price of India Modular Kitchen Major Manufacturers 2010-2015 (USD/Unit)

Table Gross Margin of India Modular Kitchen Major Manufacturers 2010-2015

Table India and Major Manufacturers Revenue of Modular Kitchen 2010-2015 (M USD)

Table India Production (Units), Price (USD/Unit), Cost (USD/Unit), Revenue (M USD) and Gross Margin of Modular Kitchen 2010-2015

Table Sleek International Company Profile (Contact Information, Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Sleek International

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Sleek International 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Sleek International 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Sleek International 2010-2015

Table Godrej and Boyce Mfg Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Godrej and Boyce Mfg

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Godrej and Boyce Mfg 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Godrej and Boyce Mfg 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Godrej and Boyce Mfg 2010-2015

Table Oren Kitchen Appliances Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Oren Kitchen Appliances

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Oren Kitchen Appliances 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Oren Kitchen Appliances 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Oren Kitchen Appliances 2010-2015

Table Zuari Furniture Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Zuari Furniture

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Zuari Furniture 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Zuari

Furniture 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Zuari Furniture 2010-2015

Table Spacewood Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Spacewood

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Spacewood 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Spacewood 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Spacewood 2010-2015

Table IFB Industries Ltd Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of IFB Industries Ltd

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of IFB Industries Ltd 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of IFB Industries Ltd 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of IFB Industries Ltd 2010-2015

Table Hindware Home Retail Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Hindware Home Retail

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Hindware Home Retail 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Hindware Home Retail 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Hindware Home Retail 2010-2015

Table Design Indian Kitchen Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Design Indian Kitchen

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Design Indian Kitchen 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Design Indian Kitchen 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Design Indian Kitchen 2010-2015

Table Europlak SV Cucine India Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Europlak SV Cucine India

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Europlak SV Cucine India 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Europlak SV Cucine India 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Europlak SV Cucine India 2010-2015

Table Timbor Home Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Timbor Home

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Timbor Home 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Timbor Home 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Timbor Home 2010-2015

Table Kitchen Grace Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Kitchen Grace

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Kitchen Grace 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Kitchen Grace 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Kitchen Grace 2010-2015

Table Cute Kitchen Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Cute Kitchen

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Cute Kitchen

2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Cute Kitchen 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Cute Kitchen 2010-2015

Table V3 ENGINEERS Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of V3 ENGINEERS

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of V3 ENGINEERS 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of V3 ENGINEERS 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of V3 ENGINEERS 2010-2015

Table ModSpace Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of ModSpace

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of ModSpace 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of ModSpace 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of ModSpace 2010-2015

Table Lispo Kitchens Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Lispo Kitchens

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Lispo Kitchens 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Lispo Kitchens 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Lispo Kitchens 2010-2015

Table Kohinoor Furniture House Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Kohinoor Furniture House

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost

(USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Kohinoor Furniture House 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Kohinoor Furniture House 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Kohinoor Furniture House 2010-2015

Table Akruti Company Profile (Contact Information Plant Location Capacity Revenue etc.)

Figure Modular Kitchen Picture and Specifications of Akruti

Table Modular Kitchen Capacity (Units), Production (Units), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Akruti 2010-2015

Figure Modular Kitchen Capacity (Units), Production (Units) and Growth Rate of Akruti 2010-2015

Figure Modular Kitchen Production (Units) and India Market Share of Akruti 2010-2015

Table Modular Kitchen Price (Units) by Regions 2010-2015

Table Modular Kitchen Price (Units) by Product Types 2010-2015

Table Modular Kitchen Price (Units) by Companies 2010-2015

Table Modular Kitchen Gross Margin by Companies 2010-2015

Table Consumption Price Comparison of Modular Kitchen by Regions 2010-2015 (USD/Unit)

Figure 2015 Price of Different Modular Kitchen Product Types (USD/Unit)

Figure 2014 Market Share of Different Modular Kitchen Price Level

Figure Gross Margin of Different Modular Kitchen Applications 2010-2015

Table Ex-work Price, Channel Price and End Buyer Price of Modular Kitchen (USD/Unit) in 2015

Figure India Capacity (Units), Production (Units) and Growth Rate of Modular Kitchen 2016-2021

Figure India Capacity Utilization Rate of Modular Kitchen 2016-2021

Table India Modular Kitchen Production by Product Types 2016-2021 (Units)

Table India Modular Kitchen Production Market Share by Product Types 2016-2021

Figure India Sales (Units) and Growth Rate of Modular Kitchen 2016-2021

Figure India Sales Revenue (Million USD) and Growth Rate of Modular Kitchen 2016-2021

Table India Production Market Share of Modular Kitchen by Applications 2016-2021

Table India Production Market Share of Modular Kitchen by Applications in 2021

Table India Production, Import, Export and Consumption of Modular Kitchen 2016-2021 (Units)

Table India Production (Units), Price (USD/Unit), Cost (USD/Unit), Revenue (M USD)

and Gross Margin of Modular Kitchen 2016-2021

Table Major Raw Materials Suppliers of Modular Kitchen with Contact Information

Table Major Players of Modular Kitchen with Contact Information

Figure Supply Chain Relationship Analysis of Modular Kitchen

Table New Project SWOT Analysis of Modular Kitchen

Table New Project Investment Feasibility Analysis of Modular Kitchen

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