

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%.

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