

Booming Consumer Electronics Market in India

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Abstracts

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The Indian consumer electronics industry has been growing at a double-digit growth rate since past few years. Higher disposable income, increased product awareness, affordable pricing, and shift in lifestyles have together been instrumental in changing the amount and pattern of consumer spending; thereby, resulting in strong growth in the consumer electronics industry. But still, the consumer electronics goods, like refrigerators, televisions and air conditioners, have low penetration in the country, leaving vast room for future growth.

According to our new research report, “Booming Consumer Electronics Market in India”, the Indian consumer electronics industry will grow at a CAGR of around 18% during 2011–2014. During this time period, we expect that LCD TV will capture majority of the television market share as it will replace Color televisions market to a large extent.

Moreover, we observed that the air-conditioner (AC) segment is one of the most important product segments driving the overall growth of the Indian home appliances market. Introduction of innovative features and technology coupled with the expansion of distribution network is helping the market to grow at a faster rate.

Further, our report reveals that, the market will witness a dramatic change in the competitive landscape over the next few years. A large number of companies will foray into the lucrative Indian consumer electronics market with their diversified product portfolio. This will lead the incumbent players to invest heavily in establishing their stores across different states of the country.

This analytical research, “Booming Consumer Electronics Market in India” thoroughly evaluates the Indian consumer electronics industry. It briefly discusses about the current and emerging trends in the industry, underlining the future potential areas and key issues crucial for the development of the industry. The research also evaluates the behavioral aspect of the Indian consumers, their price sensitivity, distribution channel analysis, and future prospects of the consumer electronics market in rural India. Besides, our report also offers rational analysis on the key consumer electronics companies operating in the country, which includes their strength and weakness analysis.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. MARKET OVERVIEW

4. MACROECONOMIC VIEW

4.1 Economic Growth

4.2 Growing Consumption Market

4.3 Rising Purchasing Power

4.4 Private Consumption

5. INDUSTRY TRENDS

5.1 Structural Shift in Retailing

5.2 Rising Young Consumers

5.3 Declining Prices

5.4 Exclusive Stores

6. INDUSTRY PERFORMANCE AND FUTURE OUTLOOK

6.1 Television

6.1.1 Volume

6.1.2 Type

6.1.3 Brand

6.1.4 Region

6.2 Refrigerator

6.2.1 Volume

6.2.2 Type

6.2.3 Brand

6.2.4 Region

6.3 Air Conditioner

6.3.1 Volume

6.3.2 Type

6.3.3 Brand

6.3.4 Region

6.4 Mobile Handset

6.4.1 3G Handset

6.4.2 Smartphones

6.5 Washing Machine

6.5.1 Volume

6.5.2 Type

6.5.3 Brand

6.5.4 Region

7. CONSUMER BEHAVIOR - AN ANALYSIS

8. GOVERNMENT REGULATIONS

9. FUTURE GROWTH STRATEGIES

9.1 Products to Suit Indian Taste

9.2 Niche Segments

9.3 Brand vs Price

9.4 Selecting the Right Advertising Media

9.5 Investment in New Technologies

10. ENERGY EFFICIENCY CERTIFICATION

11. TOP STATES FOR SETTING-UP MANUFACTURING BASE

12. RURAL INDIA: THE NEXT STOP FOR GROWTH

13. PRICE SENSITIVITY ANALYSIS

14. DISTRIBUTION CHANNEL ANALYSIS

15. GROWTH INHIBITORS

16. KEY PLAYERS ANALYSIS

16.1 Whirlpool India Ltd.

16.2 Samsung India Electronics Pvt. Ltd.

16.3 Videocon Industries Ltd.

16.4 LG Electronics India Pvt. Ltd.

16.5 Sony India Pvt. Ltd.

List Of Figures

LIST OF FIGURES:

- Figure 3-1: Consumer Electronics Market (Billion US\$), 2010-2014
- Figure 4-1: Real GDP Growth Rate (%), FY 2011 to FY 2015
- Figure 4-2: Population (Billion), 2010-2014
- Figure 4-3: Per Head Disposable Income (US\$), 2010-2014
- Figure 4-4: Private Final Consumption Expenditure (Trillion INR), FY 2010 & FY 2011
- Figure 6-1: Television Market (Million Units), 2010-2014
- Figure 6-2: LCD TV Market (Million Units), 2010-2014
- Figure 6-3: LCD TV Market by Player (%), 2010
- Figure 6-4: Television Market by Region (%), 2010
- Figure 6-5: Refrigerator Market (Million Units), 2010-2014
- Figure 6-6: Frost Free Refrigerator Market (Million Units), 2010-2014
- Figure 6-7: Forecast for Refrigerator Market by Segment (%), 2014
- Figure 6-8: Refrigerator Market by Player (%), 2010
- Figure 6-9: Refrigerator Market by Region (%), 2010
- Figure 6-10: AC Market (Million Units), 2010-2014
- Figure 6-11: Split AC Market (Million Units), 2010-2014
- Figure 6-12: Forecast for AC Market by Segment (%), 2014
- Figure 6-13: AC Market by Player (%), 2010
- Figure 6-14: AC Market by Region (%), 2010
- Figure 6-15: Mobile Handset Shipment (Million Units), 2009-2011
- Figure 6-16: Share of Major Players in Mobile Handset Market (FY 2011)
- Figure 6-17: 3G Handset Market (Million Units), FY 2011 to FY 2014
- Figure 6-18: Smartphones Shipment (Million), 2009-2011
- Figure 6-19: Washing Machine Market (Million Units), 2010-2014
- Figure 6-20: Fully-Automatic Washing Machine Market (Million Units), 2010-2014
- Figure 6-21: Forecast for Washing Machine Market by Segment (%), 2014
- Figure 6-22: Washing Machine Market by Player (%), 2010
- Figure 6-23: Washing Machine Market by Region (%), 2010

List Of Tables

LIST OF TABLES:

Table 4-1: Number of Households by Income Bracket (Million), 2010-2014

Table 6-1: Urban & Rural India - Current Handset Market Characteristics

Table 11-1: Potential States for Investments in Electronics Manufacturing

Table 16-1: Whirlpool India Ltd. - Strengths & Weaknesses

Table 16-2: Samsung India Electronics Pvt. Ltd. - Strengths & Weaknesses

Table 16-3: Videocon Industries Ltd. - Strengths & Weaknesses

Table 16-4: LG Electronics India Pvt. Ltd. - Strengths & Weaknesses

Table 16-5: Sony India Pvt. Ltd. - Strengths & Weaknesses

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