

Indian Consumer Electronics Market Outlook 2015

<https://marketpublishers.com/r/I44DE903BF2EN.html>

Date: March 2013

Pages: 100

Price: US\$ 900.00 (Single User License)

ID: I44DE903BF2EN

Abstracts

With technological advancements and introduction of digital revolution in the country, the Indian consumer electronics industry has made rapid strides. The consumer electronics industry has seen the introduction of various innovative products and entry of many new players in the market over the past few years. With an increase in household income levels, rising awareness among consumers, thirst for acquiring latest technologies and localization of manufacturing, the Indian consumer electronics market is expected to grow at a CAGR of more than 17% during 2012-2015, according to our latest report “Indian Consumer Electronics Market Outlook 2015”.

As per our study, Flat panel television, Tablet and Smartphone are expected to be the top performing segments in the market. These segments are witnessing a huge demand and seeing rapid innovations as part of the strategy by the manufacturers to capitalize on the huge consumer base. Tablet is expected to be the fastest growing segment during 2012-2015, surging at a CAGR of around 65%. Factors like demand by education sector, government and healthcare sector coupled with increasing affordability and desirability have helped in mass proliferation of tablets in India.

The report also covers product-level analysis. The volume wise market forecasts till 2015 for various product segments (Television, Refrigerator, Air Conditioner, Mobile Handset, Washing Machine, Microwave Oven) and their types are also provided. Moreover, the major players of each product type have also been identified. In addition to this, the report provides regional analysis for the product segments to create a clearer picture of the demand pattern across the country.

The report, which has been designed to understand the Indian consumer electronics market comprehensively, also covers the future growth strategies, macroeconomic factors, government regulations, along with the challenges hindering the growth of this industry.

Our report also throws light on the major industry trends, such as localization among manufacturers on the rise and compact versions of the products displacing the bulkier ones. Competitive landscape with profiling of major consumer electronics companies in India is also included in the report. The section covers brief business overview; their promotional and corporate strategy, and recent development of the company.

Thus, the report covers all the important aspects of the Indian consumer electronics market, which will prove decisive for the clients. Overall, the report is an outcome of extensive research and prudent analysis and is meant to offer suitable knowledge base to those who are interested in Indian consumer electronics sector.

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 Growth in the Number of Exclusive Stores
- 5.2 Localization among Manufacturers on the Rise
- 5.3 Focus on Manufacturing Eco-friendly Products
- 5.4 Compact Versions of the Products Displacing the Bulkier Ones

6. INDUSTRY PERFORMANCE & FUTURE OUTLOOK

- 6.1 Television
 - 6.1.1 Volume
 - 6.1.2 Type (Flat Panel & CRT)
 - 6.1.3 Brand
 - 6.1.4 Region
- 6.2 Refrigerator
 - 6.2.1 Volume
 - 6.2.2 Type (Direct Cool & Frost Free)
 - 6.2.3 Brand
 - 6.2.4 Region
- 6.3 Air Conditioner
 - 6.3.1 Volume
 - 6.3.2 Type (Split & Window)
 - 6.3.3 Brand
 - 6.3.4 Region

6.4 Mobile Handset

6.4.1 Volume

6.4.2 Type (3G Mobile & Smartphone)

6.4.3 Brand

6.5 Washing Machine

6.5.1 Volume

6.5.2 Type (Fully Automatic & Semi-automatic)

6.5.3 Brand

6.5.4 Region

6.6 Microwave Oven

6.6.1 Volume

6.6.2 Type (Convection, Grill & Solo)

6.6.3 Brand

6.7 Computer Devices

6.7.1 Tablet

6.7.1.1 Volume

6.7.1.2 Brand

6.7.2 Notebook

6.7.2.1 Volume

6.7.2.2 Brand

7. GOVERNMENT REGULATIONS

8. FUTURE GROWTH STRATEGIES

8.1 Focus on Green Technology

8.2 Penetrating Untapped Markets

8.3 Investment for New Innovations

8.4 Mobile Market - Target Area of Companies

9. GROWTH INHIBITORS

10. KEY PLAYERS ANALYSIS

10.1 Whirlpool India Ltd.

10.1.1 Business Overview

10.1.2 Promotional and Corporate Strategy

10.1.3 Recent Developments

10.2 Samsung India Electronics Pvt. Ltd.

- 10.2.1 Business Overview
- 10.2.2 Promotional and Corporate Strategy
- 10.2.3 Recent Developments
- 10.3 Videocon Industries Ltd.
 - 10.3.1 Business Overview
 - 10.3.2 Promotional and Corporate Strategy
 - 10.3.3 Recent Developments
- 10.4 LG Electronics India Pvt. Ltd.
 - 10.4.1 Business Overview
 - 10.4.2 Promotional and Corporate Strategy
 - 10.4.3 Recent Developments
- 10.5 Godrej Appliances
 - 10.5.1 Business Overview
 - 10.5.2 Promotional and Corporate Strategy
 - 10.5.3 Recent Developments
- 10.6 Voltas Limited
 - 10.6.1 Business Overview
 - 10.6.2 Promotional and Corporate Strategy
 - 10.6.3 Recent Developments
- 10.7 Sony India Pvt. Ltd.
 - 10.7.1 Business Overview
 - 10.7.2 Promotional and Corporate Strategy
 - 10.7.3 Recent Developments

List Of Figures

LIST OF FIGURES:

- Figure 3-1: India - Consumer Electronics Market (Billion US\$), 2011-2015
- Figure 4-1: Real GDP Growth Rate (%), 2012-2015
- Figure 4-2: Population (Million), 2012-2015
- Figure 4-3: Per Head Personal Disposable Income (US\$), 2012-2015
- Figure 4-4: Private Consumption Expenditure (Billion US\$), 2012-2015
- Figure 6-1: Television Market (Million Units), 2012-2015
- Figure 6-2: Flat Panel TV Market (Million Units), 2012-2015
- Figure 6-3: LCD TV Market (Million Units), 2012-2015
- Figure 6-4: CRT TV Market (Million Units), 2012-2015
- Figure 6-5: Flat Panel TV Market by Player (%), 2012
- Figure 6-6: CRT TV Market by Player (%), 2012
- Figure 6-7: Television Market by Region (%), 2012
- Figure 6-8: Refrigerator Market (Million Units), 2012-2015
- Figure 6-9: Frost Free Refrigerator Market (Million Units), 2012-2015
- Figure 6-10: Direct Cool Refrigerator Market (Million Units), 2012-2015
- Figure 6-11: Frost Free Refrigerator Market by Player (%), 2012
- Figure 6-12: Direct Cool Refrigerator Market by Player (%), 2012
- Figure 6-13: Refrigerator Market by Region (%), 2012
- Figure 6-14: AC Market (Million Units), 2012-2015
- Figure 6-15: Split AC Market (Million Units), 2012-2015
- Figure 6-16: Window AC Market (Million Units), 2012-2015
- Figure 6-17: Split AC Market by Player (%), 2012
- Figure 6-18: Window AC Market by Player (%), 2012
- Figure 6-19: AC Market by Region (%), 2012
- Figure 6-20: Mobile Handset Market (Million Units), 2012-2015
- Figure 6-21: 3G Mobile Handset Market (Million Units), 2012-2015
- Figure 6-22: Smartphone Market (Million Units), 2012-2015
- Figure 6-23: Mobile Handset Market by Player (%), 2012
- Figure 6-24: 3G Mobile Handset Market by Player (%), 2012
- Figure 6-25: Smartphone Market by Player (%), 2012
- Figure 6-26: Washing Machine Market (Million Units), 2012-2015
- Figure 6-27: Fully Automatic Washing Machine Market (Million Units), 2012-2015
- Figure 6-28: Semi-automatic Washing Machine Market (Million Units), 2012-2015
- Figure 6-29: Fully Automatic Washing Machine Market by Player (%), 2012
- Figure 6-30: Semi-automatic Washing Machine Market by Player (%), 2012

Figure 6-31: Washing Machine Market by Region (%), 2012

Figure 6-32: Microwave Oven Market (Million Units), 2012-2015

Figure 6-33: Convection Microwave Oven Market (Million Units), 2012-2015

Figure 6-34: Grill Microwave Oven Market (Million Units), 2012-2015

Figure 6-35: Solo Microwave Oven Market (Million Units), 2012-2015

Figure 6-36: Convection Microwave Oven Market by Player (%), 2012

Figure 6-37: Grill Microwave Oven Market by Player (%), 2012

Figure 6-38: Solo Microwave Oven Market by Player (%), 2012

Figure 6-39: Tablet Market (Million Units), 2012-2015

Figure 6-40: Tablet Market by Player (%), 2012

Figure 6-41: Notebook Market (Million Units), 2012-2015

Figure 6-42: Notebook Market by Player (%), 2012

Figure 9-1: Roadblocks in Indian Consumer Electronics Industry

List Of Tables

LIST OF TABLES:

Table 4-1: Number of Households by Income Bracket (Million), 2012-2015

Table 6-1: LCD TV - Major Manufacturing Facilities

Table 6-2: Smartphone - Major Manufacturing Facilities

Table 6-3: Notebook - Major Manufacturing Facilities

Table 10-1: Whirlpool India Ltd. - Strengths & Weaknesses

Table 10-2: Samsung India Electronics Pvt. Ltd. - Strengths & Weaknesses

Table 10-3: Videocon Industries Ltd. - Strengths & Weaknesses

Table 10-4: LG Electronics India Pvt. Ltd. - Strengths & Weaknesses

Table 10-5: Godrej Appliances - Strengths & Weaknesses

Table 10-6: Voltas Limited - Strengths & Weaknesses

Table 10-7: Sony India Pvt. Ltd. - Strengths & Weaknesses

I would like to order

Product name: Indian Consumer Electronics Market Outlook 2015

Product link: <https://marketpublishers.com/r/l44DE903BF2EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l44DE903BF2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970