

Indian Consumer Electronics Market Outlook 2015

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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.

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