

Refrigerator Market Forecast to 2015

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Abstracts

Refrigerator market in India is one of the fastest growing segments of the consumer durable industry. The utility and the need of refrigerator is felt 365 days in a year, and hence has become an indispensable item of every household. Moreover, due to the hot and humid weather conditions in the country, the necessity of the product has increased manifold.

According to “Refrigerator Market Forecast to 2015”, a recent report by RNCOS, the refrigerator market is estimated to grow at a CAGR of 25.7% during 2012-2015. The efforts of players to offer affordable and eco-friendly variants and strategies to penetrate into smaller towns are acting as a driving force for the industry. Further, rising per capita income, increasing role of the government to support FDI in India and easy availability of financing will also drive the industry.

Our research is an outcome of extensive primary & secondary research spanning over 3 months and thorough analysis of industry trends. For the study, we have conducted F2F and telephonic interviews with manufacturers, more than 200 refrigerator dealers and consumers all over India to embrace various aspects of the industry trends in the report.

The report segregates refrigerator industry into two types – Frost Free and Direct Cool refrigerators. Our analysts have closely studied and provided volume wise market forecast till 2015 of both types. In addition to this, the report provides regional and capacity segmentation, for each product type to create a clearer picture of the demand pattern across the country. Moreover, the market share of major brands for each product type is also provided.

Besides, the report incorporates latest trends, drivers and roadblocks prevailing in the industry. Further, regional and urban/rural segmentation for refrigerator market as well as consumer color preference for refrigerator is also provided.

We have also included the prominent industry players such as Samsung India Electronics Pvt. Ltd., LG Electronics India Pvt. Ltd., Whirlpool India Limited, and many others to provide a balanced research outlook of the industry. The section covers their business overview, strategic analysis, and recent developments.

Thus, the report covers all the important aspects of the Indian refrigerator 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 refrigerator market.

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