

# A Study of the Indian Air Conditioner Market 2015

<https://marketpublishers.com/r/AD6B236D838EN.html>

Date: July 2015

Pages: 40

Price: US\$ 1,000.00 (Single User License)

ID: AD6B236D838EN

## Abstracts

### Executive Summary

By 2025, it is expected that India is will become the fifth largest consumer durables market globally. The consumer durables industry is projected to double at 14.8% CAGR to reach approximately USD 12.5 billion in FY15 from USD 6.3 billion in FY10. While India is witnessing a strong growth in the consumer durables segment, the AC segment is highly under penetrated.

However, changing environmental dynamics, urbanization and rising income levels, presents the air conditioner segment with a high growth potential. While at present, more than 77% of households in urban India have a TV, 33% own a refrigerator, 17% have an air cooler, 13% own a washing machine, and just 3% own an air conditioner.

The presence of various multinational companies has increased the growth potential for the market, as these players are focusing on building capabilities in the Indian market. Currently this market is fragmented with more than 15 players vying for a share of this growing segment. The latest trend followed by these players includes the launch of low-price offerings that are being achieved through economies of scale and procurement of low cost components and materials. The sector is projected to record a 13% CAGR growth expected over the period FY 2014-2016.

### Why should the report be purchased?

The report 'A Study of the Indian Air Conditioner Market 2015' highlights key drivers of and trends emerging in the Indian Air Conditioner Market. Initiatives and performance of key players including Voltas, Blue Star, Hitachi, LG Electronics, AB Electrolux, Panasonic Corporation, Samsung, Carrier has been presented. The current market scenario and future prospects of the sector has also been examined. The report also

highlights the communication and advertising approach of the players. The report contains latest industry leader's opinions.

### **Research methodology and delivery time**

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 4 business days, as each hard copy is custom printed for the client.

### **About Smart Research Insights (SRI)**

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

## Contents

### **1. INDIAN CONSUMER DURABLES MARKET OVERVIEW**

### **2. INDIAN AIR CONDITIONER MARKET**

2.1 Overview & Current Statistics

2.2 Production

2.3 Imports

2.4 Exports

### **3. TRENDS & DRIVERS**

### **4. INDUSTRY CHALLENGES**

### **5. COMPETITIVE LANDSCAPE**

5.1 Voltas Ltd.

5.2 Blue Star Ltd.

5.3 Hitachi Ltd.

5.4 LG Electronics India Pvt. Ltd.

5.5 AB Electrolux

5.6 Panasonic Corp.

5.7 Samsung

5.8 Carrier Corp.

### **6. ESSENTIALS OF BRAND BUILDING IN THE CATEGORY**

6.1 Communication/Advertising approach employed by leading players

### **7. OUTLOOK**

### **8. LIST OF CHARTS & GRAPHS**

8.1 Indian Consumer Durables Market Size (USD Billion, 2006-2015 E)

8.2 Indian AC Market Size (INR Billion, 2009-2016 E)

8.3 India Market Share of Split Ac vs. Window Ac(%), 2008-2019 E)

8.4 India Room AC Market (million units, 2008-2014 E)

8.5 India AC Production ('000s, FY2010-FY2014)

- 8.6 India AC Imports (INR billion, FY10-FY14)
- 8.7 India AC Exports (INR million, FY10-FY14)
- 8.8 Player Wise AC Market Share India (% , FY13)
- 8.9 Top 3 AC Players Market Share India (% , FY14)

## **9. RESEARCH METHODOLOGY**

## **10. ABOUT SMART RESEARCH INSIGHTS**

## I would like to order

Product name: A Study of the Indian Air Conditioner Market 2015

Product link: <https://marketpublishers.com/r/AD6B236D838EN.html>

Price: US\$ 1,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD6B236D838EN.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