

A Study of the Indian Air Conditioner Market 2015

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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.

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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.

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