

A Study of the Indian Television Manufacturing Market 2016

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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. It is expected that India's appliance and consumer electronics segment will reach USD 20.6 billion by 2020, growing at a compounded annual growth rate of 13.4%.

The Indian television market is shifting from the traditional cathode ray tube technology to LED, LCD and Plasma televisions. It is expected that India's TV industry revenue will reach INR 130,500 crore by 2020. TVs form the next largest imports in the consumer durables sector behind air conditioners in India.

Production of flat panel television in India has been growing at a CAGR of 66% in the period FY10-FY14 as compared to washing machine production which has been growing at 3%, refrigerator production which has been growing at 2% and AC production which has been growing at 8% in the same period.

Factors such as increasing availability, affordable prices, increasing disposable incomes and rising number of nuclear families in is boosting the market. 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.

Why should the report be purchased?

The report 'A Study of the Indian Television Manufacturing Market 2016' highlights key

drivers of and trendsemerging in the Indian television market, particularly the flat panel televisionmarket. Initiatives and performance of key players includingSamsung, LG Electronics, Sony, Panasonic, Micromax and Videocon has been presented. The current market scenario and future prospects of the sector has also been examined. 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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