

Assessment of the Consumer Electronics Market in India

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Abstracts

Executive Summary

The Indian consumer electronics and durables sector in India is projected to grow at a CAGR of approximately 15% reach INR 52,000 crore by 2015 from INR 34,000 crores in 2012. Key drivers include the growing demand from the middle class along with rising sales through different sales channels including online. Easy availability of finance options is also fuelling growth.

MNC brands have understood the Indian consumer mindset and are emerging as industry leaders backed by the strong technology of parent companies and innovative marketing techniques. The sector has a lot of potential. As per ASSOCHAM, in May 2012, only 2% of households in small towns own refrigerators while just 0.5% possess washing machines.

Why should the report be purchased?

The report "Assessment of the Consumer Electronics Market in India" analyses the consumer electronics industry and highlights the initiatives being taken by the major players. The current market scenario, challenges and future prospects of the sector has also been examined. The report contains latest verbatim of industry experts.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been 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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Contents

1. OVERVIEW OF THE INDIAN CONSUMER ELECTRONICS MARKET

2. INDUSTRY STATISTICS

3. GROWTH DRIVERS

4. EMERGING TRENDS

5. MAJOR INDUSTRY DEALS

6. PRODUCT CATEGORIES

6.1 Television

6.2 Refrigerator

6.3 Washing Machine

6.4 Air Conditioner

6.5 Microwave Oven

7. KEY PLAYERS

7.1 Samsung India Electronics Pvt. Ltd.

7.2 LG Electronics India Pvt. Ltd.

7.3 Sony India Pvt. Ltd.

7.4 Videocon Industries Ltd.

7.5 Godrej Appliances

7.6 Whirlpool India Ltd.

8. CHALLENGES FACING THE MARKET

9. ADVERTISING PERSPECTIVE/IDEAS

10. FUTURE OUTLOOK

11. RESEARCH METHODOLOGY

12. ABOUT SMART RESEARCH INSIGHTS

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