

# Indian Air Conditioner Market 2015: Competitive Landscape & Opportunity Analysis

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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 air conditioner segment is highly under penetrated. 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 6% own an air conditioner.

There is immense potential for growth in the under penetrated air conditioner market in India. The market is estimated to grow at a CAGR of over 10% during 2015-2020 boosted by rising temperature and longer summers, newer technologies, the booming real estate sector, rising urbanization and lower cost product launches. Consumer preferences is changing and energy saving models and inverter air conditioners are the fastest growing segment currently.

### Why should the report be purchased?

The report 'Indian Air Conditioner Market 2015: Competitive Landscape & Opportunity Analysis' highlights key drivers of and trend 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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