

# Opportunities in the Indian Air Conditioner Market

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## Abstracts

### Executive Summary

While India is witnessing a strong growth in the consumer durables segment, the air conditioner segment is highly under penetrated. However, changing environmental dynamics, urbanization, rising income levels and increasing awareness of energy efficiency present this segment with a high growth potential. In the financial year 2013-14, approximately 3.3 million air conditioner units sold in India bringing the total number of ACs in the country to 28 million.

Voltas has emerged as the market leader in the AC market with a 19.85 market share in May 2013 followed by LG and Panasonic. Almost 50% of the market share is held by these three players. The players are launching newer of low-price high efficiency products to grab a larger share of the market.

### Why should the report be purchased?

The report "Opportunities in the Indian Air Conditioner Market" highlights key drivers of and trends emerging in the Indian air conditioner market. Initiatives and performance of key players including Voltas, Blue Star, LG, Samsung, Hitachi, Panasonic, Electrolux and 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 leaders verbatim.

### 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.

The report is available as single-site single-user license and is available for immediate delivery for soft copy and 3 business days for hard copy, as each hard copy is custom printed for the client.

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