

Studying the Indian Washing Machine Market

<https://marketpublishers.com/r/S09C2FD704AEN.html>

Date: December 2014

Pages: 20

Price: US\$ 500.00 (Single User License)

ID: S09C2FD704AEN

Abstracts

Executive Summary

The improving living standards have made home washing machines an essential consumer good in the Indian market. The changing environmental dynamics, urbanization and rising income levels are driving the growth of this segment that was once inhibited by the high price point.

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. The leading global players are gaining on the Indian players that are struggling to match the technological innovations. Player are now focusing on improving their products at various price points to provide consumers with affordable varieties.

Why should the report be purchased?

The report “Studying the Indian Washing Machine Market” highlights key drivers of and trends emerging in the Indian Washing Machine Market. Initiatives and performance of key players including Voltas, Blue Star, LG, Samsung, Hitachi, and Electrolux etc. 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.

About Smart Research Insights (SRI)

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.

Contents

1. CONSUMER DURABLES MARKET OVERVIEW

2. WASHING MACHINE MARKET PERFORMANCE & STATISTICS

3. TRENDS & DRIVERS

4. INDUSTRY CHALLENGES

5. KEY INDUSTRY PLAYERS

5.1 Whirlpool

5.2 LG Electronics India Pvt. Ltd.

5.3 AB Electrolux

5.4 IFB Industries Ltd.

5.5 Samsung

5.6 Videocon

6. ESSENTIALS OF BRAND BUILDING IN THE CATEGORY

7. COMMUNICATION/ADVERTISING APPROACH EMPLOYED BY LEADING PLAYERS

8. FUTURE OUTLOOK

9. RESEARCH METHODOLOGY

10. ABOUT SMART RESEARCH INSIGHTS

I would like to order

Product name: Studying the Indian Washing Machine Market

Product link: <https://marketpublishers.com/r/S09C2FD704AEN.html>

Price: US\$ 500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S09C2FD704AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970