

Studying the Indian Washing Machine Market

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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.



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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.



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



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