

# Smart Appliances Market in India 2021

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## Abstracts

Smart home appliances are next generation conventional home appliances, equipped with advanced features for receiving, processing, and transmitting information using smartphones, tablets, and laptops. These devices are connected through Bluetooth, Wi-Fi, and other technologies. According to StrategyHelix, the smart appliances market in India is expected to increase by US\$ 2,217 million during 2021-2027, expanding at a CAGR of 16.7% during the forecast period. Rising disposable income, growth in the luxury real estate, increasing acceptance of new technologies, improving lifestyle of people are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for smart appliances. The India smart appliances market is segmented on the basis of product, and distribution channel. Based on product, the smart appliances market in India is categorized into smart air conditioners, smart air purifier, smart refrigerators, smart TVs, smart washers, smart water heater, smart water purifiers, others. The smart TVs segment held the largest share of the India smart appliances market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the smart appliances market in India has been segmented into direct sales, ecommerce, retail. In India, the retail segment made up the largest share of the smart appliances market.

The India smart appliances market is highly competitive. The smart appliances market is dominated by key players, which are Daikin Industries Ltd., Eureka Forbes Ltd., Havells India Limited, Hitachi-Johnson Controls Air Conditioning Inc., IFB Industries Ltd., LG Electronics Inc., Panasonic Corporation, Samsung Group, Sony Corporation, TCL Technology Group Corporation, Voltas Limited, VU Technologies Private Limited, Whirlpool Corporation, Xiaomi Corporation.

The report is an invaluable resource for companies and organizations active in this

industry. It provides a cohesive picture of the smart appliances market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: smart air conditioners, smart air purifier, smart refrigerators, smart TVs, smart washers, smart water heater, smart water purifiers, others

Distribution channel: direct sales, ecommerce, retail

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the India smart appliances market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Havells India Limited  
Hitachi-Johnson Controls Air Conditioning, Inc.  
IFB Industries Ltd.  
LG Electronics Inc.  
Panasonic Corporation  
Samsung Group  
Sony Corporation

TCL Technology Group Corporation  
Voltas Limited  
VU Technologies Private Limited  
Whirlpool Corporation  
Xiaomi Corporation  
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