

India Air Conditioner Market, By Product Type (Splits, Windows, VRF, Chillers, and Other includes Cassette, Ductable Splits, etc.), By End Use Sector (Residential, Commercial, and Industrial), By Region, Competition, Forecast & Opportunities, 2017-2027

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Abstracts

India air conditioner market value in the year 2021 stood at USD4287.41 million, which is anticipated to grow at a CAGR of 6.08% during the forecast period, 2023-2027, to achieve a market value of USD6054.96 million by 2027. The India air conditioner market is anticipated to achieve this growth owing to the rising temperature in the country. The demand for air conditioners is spiking due to rising disposable income among the population and the surging demand for lavish lifestyles. A surge in demand for the appliance from the industrial sector, commercial sector, as well as residential sector is further aiding the market growth. Rising GDP, growing per capita income, along with affordability are driving the surge in sales and thus supporting the growth of the India air conditioner market in the upcoming five years. Additionally, the growing e-commerce sector, availability of multiple branded products, and feasibility of online delivery and installment & maintenance charges & services also support the growth of the India air conditioner market in the next five years. Rapidly growing infrastructure, higher standards of living, growing instances of climatic adversity like heat stroke, and extreme temperature hikes during the summer season are some of the major factors substantiating the growth of the India air conditioner market in the future five years. Furthermore, increasing investment in the research and technological advancement in the air conditioners to make the appliances more economical, decreasing energy consumption are also influencing the growth of the India air conditioners market in the forecast years through 2027.

The India air conditioner market is segmented on the basis of product type, end use

sector, regional analysis, and competitive landscape. Based on product type, the market is bifurcated into splits, windows, VRF, chillers, and others like cassette, ductable splits, etc. By end use sector, the market is fragmented into residential, commercial, and industrial. The market is also analyzed on the basis of regional market shares differentiated into the North India region, South India region, East India region, and West India region. Split air conditioners are of two types; single split and multi split. Split air conditioners are anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years due to growing demands for the aesthetically appealing air conditioners being installed inside the home but the vents being out of sight. Moreover, the higher power efficiency of the split air conditioners is also a major factor behind the segmental growth along with the growth of the India air conditioners market in the future five years.

Voltas Limited, Daikin Airconditioning India Pvt. Ltd., LG Electronics India Pvt. Ltd., Blue Star Limited, Johnson Controls-Hitachi Air Conditioning India Limited, Panasonic India Private Limited, Samsung India Electronics Private Limited, Haier Appliances India Pvt. Ltd, Havells India Pvt. Ltd, Carrier Midea India Private Limited, and others are among the major market players in the air conditioner industry that led the market growth of the India air conditioner market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze the market size of India air conditioner market from 2017 to 2021.

To estimate and forecast the market size of India air conditioner market from 2022 to 2027 and growth rate until 2027.

To classify and forecast India air conditioner market based on product type, end

use sector, regional analysis, and competitive landscape.

To identify dominant region or segment in the India air conditioner market.

To identify drivers and challenges for India air conditioner market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India air conditioner market.

To identify and analyze the profile of leading players operating in India air conditioner market.

To identify key sustainable strategies adopted by market players in India air conditioner market.

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TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India air conditioner market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to air conditioners

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India Air Conditioner market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Air Conditioner Market, By Product Type:

Split

Window

VRF

Chillers

Other includes Cassette, Ductable Splits, etc.

India Air Conditioner Market, By End User:

Residential

Commercial

Industrial

India Air Conditioner Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India air conditioner market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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