

India Air Coolers Market By Organized Vs. Unorganized, By Type (Residential Air Coolers Vs. Industrial & Commercial Air Coolers), Competition Forecast & Opportunities, 2012 – 2022

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Abstracts

India air coolers market is forecast to grow at a CAGR of 27% by 2022, on account of rising temperature levels, growing middle class population and low prices of air coolers as compared to air conditioners. Increasing sales of air coolers through online channel, coupled with growing awareness among consumers regarding new technology-based air coolers such as air purification and wall mounted air coolers is anticipated to boost the air coolers market in India during forecast period. Moreover, government initiatives aimed at electrifying villages across the country are further likely to aid India air coolers market over the next five years. Symphony Limited, Bajaj Electricals Ltd., Crompton Greaves, Orient Electric Ltd., Usha International Ltd., Maharaja White Lines, Khaitan Electrical Ltd., Ram Coolers, Kenstar, McCoy India, etc. are some of the major players in Indian market. 'India Air Coolers Market By Organized Vs. Unorganized, By Type, Competition Forecast & Opportunities, 2012 – 2022' discusses the following aspects of air coolers market in India:

India Air Coolers Size, Share & Forecast

Segmental Analysis – By Organized Vs. Unorganized, By Product Type (Residential Air Coolers and Industrial & Commercial Air Coolers) and By Geography (North Region, East Region, West Region and South Region)

Competitive Analysis

Changing Market Trends & Emerging Opportunities

WHY YOU SHOULD BUY THIS REPORT?

To gain an in-depth understanding of air coolers market in India

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants, air coolers manufacturers, distributors and other stakeholders align their market-centric strategies

To obtain research based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

REPORT METHODOLOGY

The information contained in this report is based upon both primary and secondary research. Primary research included interaction with air coolers manufacturers, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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4. Usha International Ltd
5. Orient Electric Ltd.
6. Groupe SEB India Pvt. Ltd.
7. Crompton Greaves Consumer Electrical Ltd
8. Ram Air Coolers
9. Khaitan Electricals Ltd.
10. Canbara International Pvt. Ltd.

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