

India Air Coolers Market By Organized vs Unorganized, Competition, Forecast & Opportunities, 2024

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Abstracts

India organized air coolers market was valued at \$ 267 million in 2017 and is predicted to grow at a CAGR of over 22% during forecast period to surpass \$ 886 million by 2024. The growth of the market is attributable to the rising temperature levels, growing middle class population and low prices of air coolers as compared to air conditioners.

Moreover, 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.

In terms of type, India air coolers market is segmented as residential air coolers and industrial & commercial air coolers, of which industrial & commercial air coolers segment is predicted to grow at the fastest rate during forecast period as industrial buildings are increasingly installing air coolers to provide better working environment to the workers.

Among regions, India air coolers market is categorized into north, east, west and south. Western part of the country is anticipated to grow at the fastest rate during forecast period. West India is also the second largest market for air coolers in India. The growth of the market in the western region of India led by rising mercury level in the region.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast India air coolers market size.

To forecast India air coolers market based on type and regional distribution.

To identify drivers and challenges for India air coolers market.

To conduct pricing analysis for India air coolers market.

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

Some of the leading players in India air coolers market are Symphony Limited, Everhome India Private Limited (Kenstar), Bajaj Electricals Ltd., Usha International Limited, Orient Electric Limited, Voltas Limited, Ram Coolers, Groupe SEB India Pvt Limited (Maharaja Whiteline), Khaitan Electricals Ltd., and Blue Star Ltd.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across India. 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 product offerings, distribution channels and presence of all major manufacturers across India.

TechSci Research calculated India air coolers market size using a top down approach, wherein data for various applications across 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 product types 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:

Air coolers manufacturers, distributors and other stakeholders

Potential investors

Organizations, forums and alliances related to air coolers

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as manufacturers, partners and end users. The study would also help them in identifying which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

Market, By Organized Vs Unorganized

India Organized Air Coolers Market, By Type:

Residential Air Coolers

Industrial & Commercial Air Coolers

India Organized Air Coolers Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies operating in India air coolers 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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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