

# **India Home UPS Market By Type (Online, Offline, Line Interactive), By Sales Channel (Direct, Indirect), By Rating (Less than 5 kVA, 5.1-50 kVA, 50.1-200kVA, Others), By Region, Competition, Forecast and Opportunities, 2020-2030F**

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## **Abstracts**

The India Home UPS Market was valued at USD 347.78 Million in 2024 and is expected to reach USD 486.61 Million by 2030 with a CAGR of 5.60% during the forecast period.

The India Home UPS Market has experienced steady growth, driven by increasing power outages, rising electricity demand, and growing consumer awareness of backup power solutions. With frequent grid failures in many parts of the country, particularly in rural and semi-urban areas, households are increasingly adopting Uninterruptible Power Supply (UPS) systems to ensure an uninterrupted power supply. The market is further propelled by the expanding middle-class population, rising disposable incomes, and rapid urbanization, leading to a greater demand for reliable home power backup solutions. Additionally, the increasing penetration of home appliances and electronic devices that require continuous power supply has further boosted the need for home UPS systems.

### **Key Market Drivers**

#### **Frequent Power Outages and Grid Instability**

India experiences frequent power outages and grid instability, especially in rural and semi-urban areas, driving the demand for Home UPS systems. Despite government efforts to improve electricity infrastructure, many regions still face voltage fluctuations, load shedding, and prolonged blackouts, creating a strong need for reliable power

backup solutions. This is particularly evident in states where electricity demand exceeds supply, causing unplanned outages that disrupt daily life. The growth of digital lifestyles, increased dependency on electrical appliances, and work-from-home culture further emphasize the need for an uninterrupted power supply. As a result, homeowners actively invest in UPS solutions to safeguard their electronic devices and ensure smooth operations. The Indian government's push for rural electrification has expanded access to electricity, but inconsistent supply in many areas continues to fuel the Home UPS Market. Despite significant investments in renewable energy, coal remains the dominant source of electricity in India, accounting for over 70% of the country's electricity generation.

## Key Market Challenges

### High Initial Costs and Battery Replacement Expenses

One of the primary challenges in the India Home UPS Market is the high initial investment cost and recurring battery replacement expenses. While UPS systems provide essential power backup, the upfront cost of purchasing a high-quality inverter and battery setup can be substantial for middle- and lower-income households. Additionally, batteries, which are the most critical component of a UPS system, have a limited lifespan of 3 to 5 years, necessitating periodic replacements. The cost of lead-acid batteries—which are most commonly used—has been rising due to fluctuations in raw material prices, particularly lead and sulfuric acid. Moreover, lithium-ion batteries, which offer longer lifespans and higher efficiency, remain too expensive for mass adoption in India. The maintenance costs associated with lead-acid batteries, including water topping and performance monitoring, further add to the total cost of ownership. Consumers often delay replacing degraded batteries, leading to reduced UPS performance and efficiency, ultimately diminishing user satisfaction. To address these cost barriers, manufacturers need to focus on cost-effective production strategies, offer financing options, and promote energy-efficient UPS systems with longer-lasting battery technologies.

## Key Market Trends

### Increasing Popularity of Lithium-Ion Battery UPS

The India Home UPS Market is experiencing a technological shift from lead-acid batteries to lithium-ion batteries, driven by higher efficiency, longer lifespan, and lower maintenance costs. Lithium-ion UPS systems offer faster charging times and a

compact, lightweight design, making them an attractive alternative for modern households. Additionally, the declining cost of lithium-ion battery production, supported by the growth of the electric vehicle (EV) industry, has made these batteries more accessible to the consumer market. Unlike lead-acid batteries, lithium-ion UPS systems have a longer charge cycle life, reducing the frequency of replacements and lowering long-term ownership costs. As environmental concerns drive the push for eco-friendly and sustainable power solutions, lithium-ion UPS adoption is expected to increase, especially in metro cities where consumers prioritize energy efficiency and premium home solutions.

### Key Market Players

Novateur Electrical & Digital System Pvt. Ltd.

Vertiv Energy Pvt Ltd.

Schneider Electric India Pvt. Ltd.

Delta Power Solutions India Private Limited

Fuji Electric Consul Neowatt Private Limited

Microtek International Private Limited

Riello Power India Pvt Ltd.

Eaton Power Quality Private Limited (India)

Socomec Innovative Power Solutions Pvt. Ltd

Hitachi Hi-Rel Power Electronics Private Limited

### Report Scope:

In this report, the India Home UPS Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### India Home UPS Market, By Type:

*India Home UPS Market By Type (Online, Offline, Line Interactive), By Sales Channel (Direct, Indirect), By Rat...*

Online

Offline

Line Interactive

India Home UPS Market, By Sales Channel:

Direct

Indirect

India Home UPS Market, By Rating:

Less than 5 kVA

5.1-50 kVA

50.1-200kVA

Others

India Home UPS Market, By Region:

North India

South India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Home UPS Market.

### Available Customizations:

India Home UPS Market report 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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