

India Mobile Accessories Market By Product Type (Headphone, Charger, Power Bank, Protective Case, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The India Mobile Accessories Market was valued at USD 3.65 billion in 2024 and is projected to reach USD 6.69 billion by 2030, growing at a CAGR of 10.63% during the forecast period. Market expansion is primarily driven by the rising penetration of smartphones across both urban and rural regions, alongside increasing disposable incomes and broader internet connectivity. Consumers are actively purchasing accessories such as chargers, earphones, power banks, and protective cases to complement their mobile usage. The surge in demand for wireless and fast-charging products, particularly among urban and tech-savvy consumers, reflects the shifting preferences toward convenience and enhanced functionality. Additionally, the growing reach of e-commerce platforms has made mobile accessories more accessible, allowing domestic and international brands to penetrate deeper into the Indian market. Government-backed initiatives like “Make in India” are further boosting domestic manufacturing, while evolving consumer trends in personalization, quality, and sustainability continue to shape the industry landscape.

Key Market Drivers

Growing Smartphone Penetration and Digital Adoption

The widespread adoption of smartphones in India remains a fundamental driver of the

mobile accessories market. With smartphones becoming increasingly affordable and widely available, even in semi-urban and rural regions, the demand for accessories such as cases, chargers, earphones, and screen protectors has grown exponentially. The rollout of budget-friendly 4G internet, notably led by Reliance Jio, has further accelerated digital engagement, expanding the smartphone user base significantly. This digital shift has led consumers to seek accessories not just for protection and charging, but also for content creation, entertainment, and gaming—fueling demand for mobile tripods, external lenses, and gaming controllers. With India ranked among the world's fastest-growing smartphone markets, this sustained adoption continues to bolster the mobile accessories segment.

Key Market Challenges

Market Fragmentation and Presence of Unorganized Players

A major challenge confronting the India mobile accessories market is its fragmentation, largely due to the presence of unorganized players. While established domestic and international brands are expanding their footprint, a substantial share of the market is still dominated by small-scale, unbranded vendors offering low-cost alternatives. These products often lack proper quality checks, certifications, and after-sales support, yet appeal to price-sensitive consumers. The influx of low-cost imports, especially from China, has further saturated the market with substandard goods that disrupt pricing and reduce profitability for organized manufacturers. This imbalance hampers quality perception and customer trust, while also making regulatory enforcement difficult. The challenge for established brands lies in differentiating their offerings through quality, service, and innovation while navigating the price-sensitive nature of the broader market.

Key Market Trends

Rise in Demand for Wireless and Smart Accessories

A key trend transforming the mobile accessories market in India is the increasing demand for wireless and smart devices. The decline of headphone jacks in modern smartphones and the rise of Bluetooth-enabled devices have led to a surge in wireless audio products, including earbuds, neckbands, and portable speakers. Consumers—particularly in urban and youth segments—are prioritizing convenience, portability, and stylish design in their accessory choices. Homegrown brands like boAt and Noise have successfully tapped into this trend by offering affordable, high-

performance products tailored to the Indian market. Additionally, smart wearables such as fitness bands and smartwatches are gaining popularity as they merge functionality with lifestyle appeal. With the anticipated growth in 5G and smart living trends, demand for connected, wireless, and multi-functional accessories is poised to accelerate, driving innovation and competition within the market.

Key Market Players

Kingston Technology Corporation

Apple Inc.

SanDisk LLC

Samsung Electronics Co. Ltd.

Skullcandy, Inc.

Microsoft Corporation

Sony Group Corporation

Capdase International Limited

Bose Corporation

Xiaomi Corporation

Report Scope:

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

India Mobile Accessories Market, By Product Type:

Headphone

Charger

Power Bank

Protective Case

Others

India Mobile Accessories Market, By Distribution Channel:

Online

Offline

India Mobile Accessories Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Mobile Accessories Market.

Available Customizations:

India Mobile Accessories 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

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