

# **India Mobile Accessories Market, By Product Type (Headphones & Earphones, TWS (True Wireless Stereo), Protective Cases, Power Banks, Charges, Others (Data Cards, Selfie Sticks, etc.)) By Price Range (Low, Medium, and High), By Distribution Channel (Local Shops, Online, Supermarkets/Hypermarkets, Multi Branded Stores, Exclusive Stores, Others (Counter Shops, Direct Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Indian mobile accessories market is poised to achieve a noteworthy Compound Annual Growth Rate (CAGR) throughout the projected period. This growth is primarily fueled by the escalating number of smartphone users, increasing internet penetration, and continuous product innovation.

In the context of mobile phones, any hardware that isn't an integral part of the phone's body is categorized as a mobile accessory. These accessories are often acquired for purposes of safeguarding mobile devices and optimizing their functionality. They contribute to enhancing usability, efficiency, and aesthetic appeal. With trends like the expanding urban population and the proliferation of e-commerce, the market for mobile phone accessories in India is expected to flourish over the forecasted timeframe. For instance, the urban population in India reached around 400 million in 2021, making metropolitan areas prime hubs for accessory purchases.

Furthermore, the market is being driven by the growing number of social network users. In 2020, India had an estimated 500 million social network users, a number projected to exceed 1 billion by 2040. As user engagement increases, so does the rate of product advertisements on social platforms, thereby propelling the industry's rapid growth. Additionally, the market is expanding thanks to the widespread acceptance of online shopping.

### Market Growth Driven by Unique and Stylish Protective Cases

A significant trend in the Indian market is the increasing demand for stylish protective cases, particularly among urban consumers. Fashionable protective cases have become a focal point for many businesses, catering to the fashion-conscious Indian consumers. This surge in demand has prompted Indian fashion brands to offer fashionable protective cases. For instance, Samsung Electronics Co. Ltd. introduced innovative protective covers featuring LED displays and slots for cards or cash storage. The LED display functions to alert users about messages, calls, and the time.

### Increasing Smartphone Penetration as a Growth Driver

With more than 1.2 billion mobile phone users and 600 million smartphone users in 2022, according to the Ministry of Information and Broadcasting, the widespread adoption of smartphones is a key growth driver. Smartphones have become versatile utilities for various daily tasks, from alarms to remote appliance control. Their entertainment and media functionalities, such as large touch displays, speakers, voice control, and more, add value to the market. Consequently, smartphones have essentially replaced laptops, cameras, and other devices.

### Market Growth Impeded by Lack of Standardization

A significant hurdle for the global mobile accessories market is the absence of standardized technologies and components. The lack of clear market standards for mobile accessories leads to significant pricing variations and product differentiation, hindering market expansion.

### Strong Distribution Channels Boosting Market Prospects

The presence of robust distribution networks, including multi-brand stores and online retailers specializing in mobile phones and accessories, is projected to significantly boost the expansion of the Indian mobile accessories market. This is particularly evident

as middle-class and lower-income consumers are drawn to accessory purchases due to decreasing average selling prices.

## Market Segmentation

India's Mobile Accessories market is segmented on the basis of product type, price range, distribution channels, and regions. In terms of product type, the market is further segmented into headphones & earphones, TWS (True Wireless Stereo), smart wearables, protective cases, power banks, chargers, and others. In terms of price range, the market is divided into low, medium, and high. In terms of distribution channels, the market is further segmented into local shops, multi branded stores, exclusive stores, supermarkets/hypermarkets, online, and others.

## Market Players

Apple India Private Limited, Samsung India Electronics Pvt. Ltd., Xiaomi Technology India Private Limited, Imagine Marketing Limited (boAt), Sony India Private Limited, Intex Technologies (India) Ltd., Philips India Limited, Bose Corporation India Private Limited, Portronics Digital Private Limited, and Belkin India Pvt Ltd. are the major market players in India Mobile Accessories market.

## Report Scope:

In this report, 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:

Headphones & Earphones

TWS (True Wireless Stereo)

Protective Cases

Power Banks

Chargers

Others

### India Mobile Accessories Market, by Price Range:

Low

Medium

High

### India Mobile Accessories Market, by Distribution Channel:

Local Shops

Online

Supermarkets/Hypermarkets

Exclusive Stores

Others

### India Mobile Accessories Market, by Region:

North

West

South

East

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India mobile accessories 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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