

# **India Modular Kitchen Market, By Design (L-Shaped Kitchen, U-Shaped Kitchen, Straight/One-walled Kitchen and Others (G-Shaped, I-Shaped etc.), By Product Type (Floor Cabinets, Wall Cabinets and Tall Storage), By Sales Category (Retail and Non-Retail), By Region, Competition, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

India Modular Kitchen Market is growing at a robust rate, owing to the growth of residential construction, increasing awareness of home designs and aesthetics, rising demand of modular kitchen from hospitality and food industry, and launch of a variety of designs of modular kitchen.

### India Modular Kitchen Market Scope

A modular kitchen is a type of kitchen that is constructed using pre-made cabinet parts, designed to fit together in a variety of configurations to meet the specific needs of homeowner. This type of kitchen design typically includes standard-sized cabinet units that can be arranged in various layouts to maximize the use of available space. These cabinets are often made from materials like wood, laminate, or metal, and come in a range of designs, colors, and styles to match different interior design themes. Modular kitchens can be customized with a range of accessories and appliances to meet the needs of the customers and can be easily disassembled and moved if required, which is one of their significant advantages.

### India Modular Kitchen Market Overview

Along with being one of the fastest growing economies in the world, Indian market has seen expansion in every sector, including the kitchen and kitchenware industry. In fact, the Indian kitchen industry is one of the fastest-growing industries in India, driven by an increase in the popularity of modular kitchens.

Currently the market is dominated by unorganized players that include both local vendors and well-established brands. The modular kitchen market in India has been growing at a rapid pace in recent years due to the increasing demand for modern, convenient, and efficient kitchen solutions. Over time, kitchen designs have changed, and modular kitchens have become a popular option for homeowners all over the world. Modern homes frequently feature modular kitchen designs since they can easily match the interior decor of the entire house. The installation is hassle-free when using pre-made modular modules. The growth of the modular kitchen market in India can be attributed to several factors, real estate development, availability of customization option, growth of residential construction, changing lifestyles, and launching of various designs of modular kitchen. The growing trend of open-plan living spaces and the rise in apartment and flat construction are also driving the demand for modular kitchen in India.

### India Modular Kitchen Market Drivers

There has been a significant rise in the residential construction sector in India over the past few years. This growth can be attributed to several factors, including growing population, urbanization, and government initiatives such as the Pradhan Mantri Awas Yojana (PMAY) and the Smart Cities Mission. The (Pradhan Mantri Awas Yojana) PMAY, for instance, aims to provide affordable housing to the poor and has led to the construction of millions of new homes across the country. The Smart Cities Mission, on the other hand, aims to transform Indian cities into more livable and sustainable spaces by improving infrastructure and enhancing quality of life. Additionally, consumers who are moving into new spaces and remodeling older ones prefer modular kitchen solutions, which may support the modular kitchen industry. Therefore, rising rate of construction in residential sector and renovation activities in India is anticipated to support the India modular kitchen market.

### India Modular Kitchen Market Trends

The demand for modular kitchens is increasing as people are shifting their preferences towards efficient functionalities and convenience. With the rise of nuclear families and working professionals, the need for a modern and efficient kitchen has become a necessity.

Moreover, the demand for modular kitchens is anticipated to rise as consumers need more compact, effective storage that makes the best use of limited space. In the limited space, these kitchen layouts offer practical and effective storage for the necessary kitchen supplies, including utensils, appliances, and foodstuffs. Furthermore, in order to meet the demand of customers, companies are launching various designs of modular kitchens. For instance, in 2022, Panasonic launched I-Class series of modular kitchen in India. The new I-Class series of modular kitchen has been positioned in the segment of affordable luxury. Thus, the launching of various designs of modular kitchen equipped with new technology will fuel the market in the forecast period.

### India Modular Kitchen Market Challenges

Kitchen maintenance is a major issue for customers in India. The kitchen often loses its sheen due to lack of proper maintenance. Furthermore, many people in India are not aware of the benefits of modular kitchens. They still prefer traditional kitchens, which are less expensive and less efficient. Many people prefer to choose affordable services of the local carpenter who designs kitchens based on tried-and-tested design concepts according to the needs of the customer's household. Therefore, it is essential to increase awareness about the advantages of modular kitchens. Since, modules of a modular kitchen are separate, customers can routinely deep clean the cabinets, maintaining cleanliness in kitchen. Modular kitchens are more expensive than traditional kitchens, which makes them unaffordable for many people. Manufacturers can find ways to reduce the cost of production and make modular kitchens more affordable. Thus, high cost of modular kitchen is a major challenge for modular kitchen market in India.

### Market Opportunities

The modular kitchen market is going through a creative boom with a wide variety of layouts and ideas to select from as new players enter the market. Since these kitchens are made specifically for the customer, many factors, such as layout, color scheme, accessories, and appliances, can be conveniently taken into consideration. Thus, the modular kitchen market players are continuously expanding their product line by introducing modern designs and meeting requirements to keep up with changing consumer demands. For instance, Hettich designed the sliding system as an efficient option particularly in upper cabinetry to replace lift ups in kitchen and to avoid backpain problem. It gives designers an opportunity to customize the design of modular kitchen according to customers' needs in a cost-effective manner. Due to the increase in

demand of modern kitchenware, and advanced kitchen appliances, the market of modular kitchen will grow at a faster rate in India.

## Market Segmentation

The India Modular Kitchen market is segmented based on design, product type, sales category, and region. Based on design, the market is segmented into L-Shaped Kitchen, U-Shaped Kitchen, Straight/One-walled Kitchen and Others (G-Shaped, I-Shaped etc.). Based on product type, the market is segmented into floor cabinets, wall cabinets and tall storage. Based on sales category, the market is segmented into retail and non-retail. Based on region, the market is divided into north, south, east, and west.

## Company Profiles

Hettich India Private Limited, Sleek International Private Limited, Godrej and Boyce Manufacturing Company Limited, H?fele India Private Limited, Meine Küche India Private Limited, IFB Industries Ltd., Magppie Retail Limited, Lispo Kitchens Private Limited, Panasonic Life Solutions India Private Limited, and Kohler India Corporation Private Limited are some of the major players in the India Modular Kitchen market.

## Report Scope:

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

### India Modular Kitchen Market, By Design:

L-Shaped Kitchen

U-Shaped Kitchen

Straight/One-walled Kitchen

Others (G-Shaped, I-Shaped etc.)

### India Modular Kitchen Market, By Product Type:

Floor Cabinets

Wall Cabinets

Tall Storage

India Modular Kitchen Market, By Sales Category:

Retail

Non-Retail

India Modular Kitchen Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India modular kitchen 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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