

India Modular Kitchen Market By Design (L-Shaped Kitchen, U-Shaped Kitchen, Straight/One-walled & Others), By Product Type (Floor Cabinets & Wall Cabinets, Tall Storage & Others), By Sales Category, Competition, Forecast & Opportunities, 2014 – 2024

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Abstracts

India modular kitchen market stood at \$ 206 million in 2018 and is projected to grow at a CAGR of over 27% during 2019-2024 to reach \$ 862 million by 2024, on the back of growing demand for premiumization, rising middle class population and emergence of brands such as Livspace. Moreover, growing internet user base, increasing number of residential construction projects, and surging number of partnerships between real estate project developers and modular kitchen manufacturers would drive the market. Consumers in India are depicting willingness to experiment with designs, texture and na?ve color combinations. Consumers are increasingly looking at premium designs and features such as magic corners and kitchen island concepts to add more luxury touch to the cooking space.

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 modular kitchen market size.

To define, classify and forecast India modular kitchen market on the basis of product type, design, sales category and region.

To scrutinize the detailed market segmentation and forecast the market size, in terms of value, on the basis of product type, namely – floor & wall cabinets, tall storage, and others.

To analyze and forecast the market share, in terms of value, for modular kitchen with respect to sales category, namely: retail sales and project sales.

To analyze and forecast the market share, in terms of value, for modular kitchen with respect to region, namely: north, east, west and south.

To identify tailwinds and headwinds for India modular kitchen market.

To evaluate pricing analysis in India modular kitchen market.

To get an idea about the consumers' brand awareness, preferred mode of buying, source of information, average monthly expenditure, factors influencing purchase decision are major factors impacting the buying decision related to modular kitchen market.

To strategically profile leading players operating in India modular kitchen market.

Some of the major players operating in India modular kitchen market are Hettich India Private Limited, Sleek International Private Limited, Godrej & Boyce Manufacturing Company Limited, Hafele India Private Limited, Oren Kitchen Appliances Private Limited, Meine Küche India Pvt. Ltd., IFB Industries Ltd., Magppie Retail Limited, Lispo Kitchens Pvt. Ltd., Ebco Private Limited, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of modular kitchen manufacturers and suppliers. 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 was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings and regional presence of all major modular kitchen suppliers in the country.

TechSci Research calculated India modular kitchen market size using a bottom-up approach, where manufacturers' value shares data for product types (floor & wall cabinets, tall storage and others) were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as secondary sources directories, databases such as company annual reports, World Bank, Industry Magazines, Retailers Association of India, Industry Reports, IBEF, news dailies, credible paid databases, proprietary database, etc., were also studied by TechSci Research.

Key Target Audience:

Modular kitchen manufacturers

Modular kitchen importers and suppliers

Research organizations and consulting companies

Organizations, forums and alliances related to modular kitchen

Government bodies such as regulating authorities and policy makers

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as modular kitchen manufacturers, distributors and dealers, customers and policy makers. The study would help them in deciding which market segments should be targeted over the coming years in order to strategize investments and capitalize on the growth of the market segment.

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 & Others), By...

Market, by Product Type:

Floor Cabinets & Wall Cabinets

Tall Storage

Others

Market, by Design:

L-Shaped Kitchen

U-Shaped Kitchen

Straight/One-walled kitchen

Others

Market, by Sales Category:

Retail Sales

Project Sales

Market, by City:

Bengaluru

Mumbai

Delhi NCR

Rest of India

Market, by Region:

North

West

South

East

Competitive Landscape

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

Voice of Customer: Brand awareness, preferred mode of buying, source of information, average monthly expenditure, factors influencing purchase decision are major factors impacting the buying decision related to modular kitchen in India.

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:

Channel Partner Analysis

Detailed list of distributors and dealers across all major states.

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. MODULAR KITCHEN: AN INTRODUCTION & CLASSIFICATION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

4.1. Sources of Information

4.2. Factors Influencing Purchase Decision

5. INDIA MODULAR KITCHEN MARKET OUTLOOK (INCLUDING ORGANIZED AND UNORGANIZED)

6. INDIA ORGANIZED MODULAR KITCHEN MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Design (L-Shaped Kitchen, U-Shaped Kitchen, Straight/One-walled Kitchen and Others)

6.2.2. By Product Type (Floor Cabinets & Wall Cabinets, Tall Storage and Others)

6.2.3. By Sales Category (Project Sales Vs. Retail Sales)

6.2.4. By Region (North, East, South and West)

6.2.5. By Leading City

6.2.6. By Company

6.3. Market Attractiveness Index (By Design and By Region)

7. INDIA L-SHAPED MODULAR KITCHEN MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type (Floor Cabinets & Wall Cabinets, Tall Storage and Others)

8. INDIA U-SHAPED MODULAR KITCHEN MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type (Floor Cabinets & Wall Cabinets, Tall Storage and Others)

9. INDIA STRAIGHT/ONE-WALLED MODULAR KITCHEN MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type (Floor Cabinets & Wall Cabinets, Tall Storage and Others)

10. SUPPLY CHAIN ANALYSIS

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. POLICY & REGULATORY LANDSCAPE

14. INDIA ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

15.1. Competition Outlook

15.2. Company Profiles

15.2.1. Hettich India Private Limited

15.2.2. Sleek International Private Limited

15.2.3. Godrej & Boyce Manufacturing Company Limited

15.2.4. Hafele India Private Limited

15.2.5. Oren Kitchen Appliances Private Limited

15.2.6. Meine Küche India Pvt. Ltd.

15.2.7. IFB Industries Ltd.

15.2.8. Magppie Retail Limited

15.2.9. Lispo Kitchens Pvt. Ltd.

15.2.10. Ebco Private Limited

16. STRATEGIC RECOMMENDATIONS

List Of Tables

LIST OF TABLES

Table 1: India Infrastructure Projects, By Region, By State, By Number of Projects, By Total Cost of Projects (USD Billion), As of April 2017

Table 2: Partial List of Upcoming Construction Projects in India, By Building Name, By City, By Height (Meter), By Number of Floors, By End User, By Completion Year, As of 2018

Table 3: India Internet Users (Million) and Internet Penetration (%), FY2012-FY2018

Table 4: Partial List of Upcoming Construction Projects in India, By Building Name, By City, By Height (Meter), By Number of Floors, By End User, By Completion Year, As of 2018

Table 5: Partial List of Proposed Construction Projects in India, By Building Name, By City, By Height (Meter), By Number of Floors, By End User, By Completion Year, As of 2018

List Of Figures

LIST OF FIGURES

Figure 1: Sources of Information, 2019, N=200

Figure 2: Factors Influencing Purchase Decision, 2019, N=200

Figure 3: India Modular Kitchen Market Size, By Value (USD Million), Including Organized and Unorganized, 2014-2024F

Figure 4: India Modular Kitchen Market Share, By Organized and Unorganized, By Value, 2014–2024F

Figure 5: India Modular Kitchen Market Size, By Value (USD Million), 2014-2024F

Figure 6: India Modular Kitchen Market Share, By Design, By Value, 2014–2024F

Figure 7: India Modular Kitchen Market Share, By Product Type, By Value, 2014-2024F

Figure 8: India Modular Kitchen Market Share, By Sales Category, By Value, 2014–2024F

Figure 9: India Retail Industry Size, By Value, 2013-2017 & 2020F (USD Billion)

Figure 10: India Modular Kitchen Market Share, By Region, By Value, 2018 & 2024F

Figure 11: India Modular Kitchen Market Share, By Region, By Value, 2014-2024F

Figure 12: India Modular Kitchen Market Share, By Leading City, By Value, 2018 & 2024F

Figure 13: Demand for Residential Space Across Top 8 Cities, By Middle Income Group (MIG)+High Income Group (HIG), As of 2017 ('000 Units)

Figure 14: India Modular Kitchen Market Share, By Company, By Value, 2018 & 2024F

Figure 15: India Modular Kitchen Market Attractiveness Index, By Design, By Value, 2019E-2024F

Figure 16: India Modular Kitchen Market Attractiveness Index, By Region, By Value, 2019E-2024F

Figure 17: India L-Shaped Modular Kitchen Market Size, By Value (USD Million), 2014-2024F

Figure 18: India Real Estate Market Size, FY08-FY28F (USD Billion)

Figure 19: India L-Shaped Modular Kitchen Market Share, By Product Type, By Value, 2014–2024F

Figure 20: India U-Shaped Modular Kitchen Market Size, By Value (USD Million), 2014-2024F

Figure 21: India U-Shaped Modular Kitchen Market Share, By Product Type, By Value, 2014–2024F

Figure 22: India Straight/One-walled Modular Kitchen Market Size, By Value (USD Million), 2014-2024F

Figure 23: Urban-rural housing shortage (Million), 2001-2015

Figure 24: India Straight/One-walled Modular Kitchen Market Share, By Product Type, By Value, 2014–2024F

Figure 25: India Urban Population Share (As a %age of Total Population), 2012-2017

Figure 26: India GDP Per Capita, PPP, 2012-2017 (USD)

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