

India Non-Electric Kitchen Appliances Market By Product Type (Gas Stoves, Pressure Cookers, Non-Electric Juicers, Non-Electric Food Processors, Others), By Distribution Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

India Non-Electric Kitchen Appliances Market was valued at USD 851.06 Million in 2025 and is expected to reach USD 1630.94 Million by 2031 with a CAGR of 11.5% during the forecast period. The India Non-Electric Kitchen Appliances market is primarily driven by several factors, including increasing urbanization, a growing middle class, and rising disposable incomes. As more consumers adopt modern cooking habits and seek convenience in the kitchen, non-electric appliances such as manual juicers, grinders, and blenders are becoming popular. Also, the rising awareness of energy conservation and the demand for sustainable, eco-friendly products is encouraging the use of non-electric appliances that do not require electricity. These appliances are often perceived as more durable, cost-effective, and suitable for small households, contributing to their growing popularity in the Indian market.

Key Market Drivers

Surging Middle-Class Population Across the Region

The surging middle-class population across India is a significant driver of the non-electric kitchen appliances market. As a part of this, according to a recent study, as of July 2023, between 1995 and 2021, the middle class grew at a rate of 6.3 percent per

year, making it the fastest-growing significant component of the Indian population in percentage and absolute terms. It already accounts for 31 percent of the population and is anticipated to reach 38 percent by 2031 and 60 percent by 2047. When India turns 100, the middle class will be made up of more than one billion Indians. As the middle class continues to expand, more consumers are moving into urban areas and adopting modern lifestyles. This demographic shift has led to increased demand for practical and affordable kitchen solutions, with non-electric appliances becoming highly attractive due to their ease of use and cost-effectiveness.

Non-electric kitchen appliances, such as manual grinders, juicers, mixers, and peelers, are often viewed as essential tools in Indian kitchens. These products offer convenience while being more energy-efficient and environmentally friendly, aligning with the growing preference for sustainability. As disposable incomes rise, many middle-class households are willing to invest in durable, high-quality appliances that improve their cooking experience. Also, the popularity of traditional cooking methods, combined with the appeal of non-electric options, especially in smaller households and rural areas, has further contributed to market growth. Consumers are increasingly seeking products that are simple to operate, require minimal maintenance, and offer longevity, which non-electric kitchen appliances provide. As the middle class in India continues to grow and urbanize, the demand for non-electric kitchen appliances is expected to rise, driving further expansion in the market.

Key Market Challenges

Fluctuating Prices of Raw Material

Fluctuating prices of raw materials represent a significant challenge for the India non-electric kitchen appliances market. Non-electric kitchen appliances are typically made from materials like stainless steel, plastic, wood, and glass. Price fluctuations in these raw materials, often influenced by global supply chain disruptions, trade policies, and local demand, can affect production costs. For instance, a rise in the cost of stainless steel or plastic can significantly increase the manufacturing price of products, making it difficult for companies to maintain competitive pricing while protecting their profit margins. These fluctuations also impact the pricing strategy of manufacturers, especially small and medium-sized businesses that may struggle to absorb the increased costs. To maintain profitability, some manufacturers may be forced to pass on the price increases to consumers, potentially reducing demand for their products, particularly among price-sensitive customers.

Also, inconsistent raw material availability can lead to delays in production and supply chain bottlenecks, affecting the timely availability of products in the market. This challenge is particularly significant in rural and remote areas, where logistics and distribution are already complex. As raw material prices continue to fluctuate, manufacturers in the India non-electric kitchen appliances market must find innovative ways to manage costs while ensuring product affordability and quality.

Key Market Trends

Increased Focus on Eco-Friendly & Sustainable Material

Increased focus on eco-friendly and sustainable materials is a prominent trend in the India non-electric kitchen appliances market. As a part of this, according to a recent survey, as of December 2024, 60% of respondents stated that the things they bought were created sustainably or ecologically friendly. Whereas 7% of respondents thought sustainable consumption was unimportant. As consumer awareness of environmental issues grows, there is a rising demand for kitchen products made from sustainable, recyclable, and non-toxic materials. In response, manufacturers are shifting towards using eco-friendly materials like bamboo, stainless steel, recycled plastic, and natural fibers in their non-electric appliances. These materials are not only durable and aesthetically appealing but also contribute to reducing the environmental impact of kitchen products.

Consumers, especially those in urban areas, are increasingly prioritizing sustainability in their purchasing decisions, preferring products that are biodegradable, reusable, and made with minimal environmental harm. This shift is encouraging manufacturers to innovate and design products that align with these values. For example, manual juicers and grinders made from sustainable materials are gaining popularity as eco-conscious consumers look for alternatives to plastic-based products.

Also, the demand for non-electric kitchen tools made from organic and renewable resources aligns with the global trend toward sustainability and eco-conscious living. As India's middle class becomes more environmentally aware, manufacturers are expected to continue investing in sustainable production practices, which will drive growth in the eco-friendly non-electric kitchen appliance segment and cater to the rising demand for greener alternatives.

Key Market Players

TTK Prestige Ltd

Hawkins Cookers Limited

Butterfly Gandhimathi Appliances Limited

Stovekraft Pvt Ltd

Sunflame Enterprises Pvt. Ltd

United Ekta Group

Bajaj Electricals Ltd

Jaipan Industries Limited

Philips Domestic Appliances India Ltd

Singer India Limited

Report Scope:

In this report, the India Non-Electric Kitchen Appliances Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Non-Electric Kitchen Appliances Market, By Product Type:

Gas Stoves

Pressure Cookers

Non-Electric Juicers

Non-Electric Food Processors

Others

India Non-Electric Kitchen Appliances Market, By Distribution Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Online

Others

India Non-Electric Kitchen Appliances Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Non-Electric Kitchen Appliances Market.

Available Customizations:

India Non-Electric Kitchen Appliances 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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