

# **India Non Electric Kitchen Appliances Market By Distribution Channel (Store Based Retail and Non-store Based Retail), By Product Type (Gas Stoves, Pressure Cookers, Non Electric Juicers & Others), Competition, Forecast & Opportunities, 2014-2024**

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## **Abstracts**

India non electric kitchen appliances market is projected to grow from \$ 597 million in 2018 to \$ 972 million by 2024, exhibiting a CAGR of over 8% during 2019-2024, owing to increasing demand for convenient kitchen appliances, especially from middle-income population and rural regions. Growing product innovations, rising disposable income and increasing preferences for durable, quality products coupled with growing population of students and young working people who are living independently are expected to aid the country's non electric kitchen appliances market. Moreover, low power supply and high prices have limited the sale of electric kitchen appliances in rural and semi-urban regions, consequently, demand for non electric juicers, non electric food processors and other such appliances is anticipated to grow in India during the forecast period.

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 non electric kitchen appliances market size.

To define, classify and forecast India non electric kitchen appliances market based on product type, distribution channel and regions.

To scrutinize the detailed market segmentation and forecast the market size based on region by segmenting India non electric kitchen appliances market into four regions, namely, North India, East India, West India and South India.

To identify tailwinds and headwinds for India non electric kitchen appliances market.

To examine competitive developments such as expansions, new product launches, supply contracts, and mergers & acquisitions in India non electric kitchen appliances market.

To evaluate competitors and trends in India non electric kitchen appliances market.

To strategically profile leading players operating in non electric kitchen appliances market in India.

Some of the major players operating in India non electric kitchen appliances market are TTK Prestige Limited, Hawkins Cookers Limited, Butterfly Gandhimathi Appliances Limited, Stovekraft Limited, Sunflame Enterprises Private Limited, United Ekta Engineering Udyog (P) Ltd., Bajaj Electricals Limited, Jaipan Industries Limited, Preethi Kitchen Appliances Pvt Ltd, Singer India Limited, etc.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of non electric kitchen appliances manufacturers, importers and suppliers across India. 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 manufacturers that could not be identified due to the limitations of secondary research. TechSci Research analyzed type, application and regional presence of all major non electric kitchen appliances suppliers across India.

TechSci Research calculated India non electric kitchen appliances market size using a bottom-up approach, where manufacturers' value data for different product types was recorded as well as forecast for the future years was made. 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 company annual reports, white papers, investor presentations and financial reports were also used by TechSci Research.

#### Key Target Audience:

Non electric kitchen appliances manufacturers and suppliers

Organizations, associations and alliances related to non electric kitchen appliances industry

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

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

#### Report Scope:

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

##### Market, by Product Type:

Gas Stoves

Pressure Cookers

Non Electric Juicers

Non Electric Toasters

Non Electric Food Processors

Others

Market, by Distribution Channel:

Store Based Retail

Non-store Based Retail

Market, by Geography:

North India

East India

West India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India non electric kitchen appliances 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:

Channel Partner Analysis

Detailed list of distributors and dealers across India.

### Company Information

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

### Product Information

Detailed analysis of new products in the market and their driving forces in the market.

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