

India Room Heater Market, By Type (Fan Room Heater, Quartz Room Heater, Halogen Room Heater, Carbon Room Heater and Oil Filled Room Heater), By Distribution Channel (Multi Branded Stores, Supermarkets/Hypermarkets, Online and Others {Institutional Sales, Exclusive Stores, etc.}), By Price Segment (Low, Medium and High), By Region, Competition Forecast & Opportunity, 2027

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Abstracts

India room heater market stood at USD86.36 million in 2021 and is expected to register a steady CAGR of 6.55% in the forecast period owing to the growing disposable income of the consumers and the high demand from the rural areas. Ongoing advancements in the room heater technology and the rise in the number of market players offering innovative products in the market are the other significant drivers accelerating the India room heater market growth through the next five years.

With the rise in the per capita income of consumers, the demand for room heaters is expected to grow at a significant rate in the coming years. The improved living standards and rapid urbanization is fueling the need for multiple room heaters in a single house. The growth in the construction of new buildings, an increase in the number of households, and the growing affordability of consumers are expected to boost the demand for room heaters across the country.

Also, the rise in penetration of solar energy in rural areas and the growing middle-class population are driving the demand for solar heaters in rural areas. Consumers prefer to use solar energy room heaters as it is highly convenient and cost-effective. The

expansion of the product portfolio and increasing reach of market players in rural areas are anticipated to play a significant role in influencing the India room heater market demand.

The India room heater market is segmented into type, distribution channel, price segment, region, and competitive landscape. Based on regional analysis, the Northern region dominated the market in 2021, holding a market share of 46%, and is expected to maintain its dominance throughout the forecast period. High demand for room heaters from the urban areas of Northern India states, including Delhi, Uttar Pradesh, Punjab, Haryana owing to an increase in the number of nuclear families and growing consumer awareness, are driving the demand for the India room heater market.

Usha International Limited, Orpat Group, Bajaj Electricals Ltd., Orient electric Limited, Havells India Limited, Honeywell India Private Limited, Powerpye Electronics, Eveready Industries India Limited, Borosil Limited, Sunflame India Pvt Ltd, etc. are the major market players operating in India room heater market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze the historical growth of the market size of India room heater market from 2017 to 2021.

To estimate and forecast the market size of India room heater market from 2022 to 2027 and growth rate until 2027.

To classify and forecast India room heater market based on type, distribution channel, price segment, regional distribution, and competitive landscape.

To identify dominant region or segment in the India room heater market.

To identify drivers and challenges for India room heater market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India room heater market.

To identify and analyze the profile of leading players operating in India room heater market.

To identify key sustainable strategies adopted by market players in India room heater market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of room heater manufacturing companies across the country. 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 could include the vendors which could not be identified due to the limitations of secondary research.

TechSci Research calculated the India room heater market size using a bottom-up approach, where data for various end user industries and its application across various product types were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also used by TechSci Research.

Key Target Audience:

Room Heater manufacturing companies/partners

Suppliers/Distributers

End-Users

Government bodies such as regulating authorities and policy makers

Organizations, industry associations, forums and alliances related to room heater market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as room heater manufacturing companies, end users etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

India Room Heater Market, By Type:

Fan Room Heater

Quartz Room Heater

Halogen Room Heater

Carbon Room Heater

Oil Filled Room Heater

India Room Heater Market, By Distribution Channel:

Multi Branded Stores

Supermarkets/Hypermarkets

Online

Others

India Room Heater Market, By Price Segment:

Low

Medium

High

India Room Heater Market, By Region:

North

East

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India room heater 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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