

India Washing Machine Market, By Type (Semi-Automatic, Top Load Automatic, Front Load Automatic), By Machine Capacity (Below 8 Kg and 8 Kg and Above), By Technology (Non-Smart Washing Machine, Smart Connected Washing Machine), By Distribution Channel (Multi-Branded Stores, Exclusive Stores, Supermarkets and Hypermarkets, Online and Others (Direct sales, Wholesales etc.), By Region, Competition, Forecast & Opportunities, 2018-2028F

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Abstracts

India washing machine market was valued at USD1545.46 million in 2022 and may grow with 7.25% CAGR during the forecast period, 2024-2028F to achieve the market value of USD2337.24 million by 2028F. Growing technological advancement in the products and rising number of product variants available from multiple market players in the country is driving the growth of the India washing machine market in the upcoming five years. Rising disposable income and growing household expenses further support the growth of the India washing machine market in the next five years. Rapid growth in the urbanization and evolving lifestyle of the population in the country also plays a vital role in the growth of the India washing machine market. Increased purchase power, product innovation, are expected to boost the India washing machine market during the forecast period.

Multiple types of the product including front load automatic, top load automatic, semi-automatic, etc. drive the market growth with variability in their performances. Moreover, ease of usability, improved customer services further substantiate the growth of the India washing machine market in the future five years.

The India washing machine market is segmented based on type, machine capacity, technology, distribution channel, regional analysis, top 3 leading states, and competitive landscape. Based on type, the market is further segmented into semi-automatic, top load automatic, and front load automatic. Semi-automatic washing machines are anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years due to ease of usability to the users. With variants of product, it is much feasible to perform the laundry as per the consumer's needs, thereby aiding the growth of the market. By machine capacity, the market is fragmented into below 8kg and 8kg & above. Based on technology the market is differentiated between non-smart washing machine, and smart connected washing machine. By distribution channel, the market is divided into multi-branded stores, supermarkets and hypermarkets, exclusive stores, online and others like direct sales, wholesales etc. On the basis of regional analysis, the market is segmented into North India, South India, West India, and East India regions. Each region is also analyzed by the top 3 states.

LG Electronics India Private Limited, Samsung India Electronics Private Ltd., Whirlpool of India Limited, Godrej & Boyce Manufacturing Company Limited, Haier Appliances (India) Private Limited, IFB Industries Ltd, Bosch Limited, Panasonic India Private Limited, Mirc Electronics Limited (Onida) and BPL Limited are some of the leading market players in the Indian washing machine market. Newmarket players have also been actively entering the market in recent years, further strengthening future market growth.

Years considered for this report:

Historical Years: 2018- 2021

Base Year: 2022

Estimated Year: 2023E

Forecast Period: 2024F – 2028F

Objective of the Study:

To analyze the historical growth in the market size of India washing machine market from 2018 to 2022

To estimate and forecast the market size of India washing machine market from 2023E to 2028F and growth rate until 2028F

To classify and forecast India washing machine market based on type, machine capacity, technology, distribution channel, regional analysis, top 3 leading states, and competitive landscape.

To identify dominant region or segment in the India washing machine market.

To identify drivers and challenges for India washing machine market.

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

To identify and analyze the profile of leading players operating in India washing machine market.

To identify key sustainable strategies adopted by market players in India washing machine market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers 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 companies which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across India.

TechSci Research calculated the market size of India washing machine market using a bottom-up approach, wherein data for various end-user segments was 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 products 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 studied by TechSci Research.

Key Target Audience:

Manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to washing machine

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 manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

India Washing Machine Market, By Type:

Top Load Automatic

Semi- Automatic

Front Load Automatic

India Washing Machine Market, By Machine Capacity:

Below 8 Kg

8 kg and Above

India Washing Machine Market, By Technology:

Non-Smart Washing Machine

Smart Connected Washing Machine

India Washing Machine Market, By Distribution Channel:

Multi-Branded Stores

Supermarkets and Hypermarkets

Exclusive Stores

Online

Others (Direct Sales, Wholesales, etc.)

India Washing Machine Market, By Region:

South

North

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India washing machine 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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