

**India Air Coolers Market, By Sector (Unorganized and Organized). India Organized Air Coolers Market, By End User (Residential Air Coolers and Industrial & Commercial Air Coolers), By Region (North, West, South and East), By Top 3 Leading States, Competition, Forecast & Opportunities, 2028F**

Market Report | 2022-07-01 | 76 pages | TechSci Research

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**Report description:**

India air coolers market was valued at USD339.64 million in 2022 and is expected to grow at a CAGR of 9.04% in the forecast period, 2023-2028, to reach USD1625.52 million by 2028F. The market is driven by factors such as the rise in the disposable income of middle-class families and the ongoing process of rural electrification across the country. Also, the emergence of online sales channels and the continuous evolution in technology are expected to create lucrative growth opportunities for the India air coolers market in the forecast period.

The demand for air coolers is majorly dependent on the climate witnessed in the country. The climate in most of the country is hot, and the seasons are long, which begin in April and end in October, and the temperature often reaches 45°C during summer. The cost of running and the electricity consumed by the air coolers are much less than the air conditioners, making them affordable for consumers. The efforts to make electricity reach each remote location of the country and the development of the rural areas are expected to fuel the demand for air coolers across the country.

The India air coolers market is segmented into organized vs. unorganized sectors, regional distribution, and competitive landscape. The unorganized segment dominated the market with a market share 69.68% in 2022. The unorganized sector is expected to maintain its dominance over the forecast period due to the continuous entry of new market players and the availability of air coolers at comparatively lesser prices. Unorganized distribution channels can be seen even at remote locations, making them highly accessible to consumers.

Symphony Limited, Bajaj Electricals Limited, Usha International Limited, Ken Lifestyles Private Limited, Orient Electric Limited,

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Voltas Limited, Ram Coolers, Groupe SEB India Private Limited (Maharaja Whiteline), Blue Star Limited, and Havells India Limited are some of the leading market players of the India air coolers market.

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 air coolers market from 2018 to 2022
- To estimate and forecast the market size of India air coolers market from 2023E to 2028F and growth rate until 2028F
- To classify and forecast India air coolers market based on organized vs. unorganized sectors, regional distribution, and competitive landscape.
- To identify dominant region or segment in the India air coolers market.
- To identify drivers and challenges for India air coolers market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India air coolers market.
- To identify and analyze the profile of leading players operating in India air coolers market.
- To identify key sustainable strategies adopted by market players in India air coolers market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of air cooler 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 manufacturers which could not be identified due to the limitations of secondary research.

TechSci Research calculated the India air coolers market size using a bottom-up approach, where 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 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:

- Air coolers manufacturing companies
- End-users/partners
- Government bodies such as regulating authorities and policy makers
- Organizations, industry associations, forums and alliances related to air coolers
- 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 air coolers manufacturing companies, end users etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

- India Air Coolers Market, By Sector:
  - o□ Unorganized
  - o□ Organized
- India Organized Air Coolers Market, By End User:
  - o□ Residential Air Coolers
  - o□ Industrial & Commercial Air Coolers
- India Residential Air Coolers Market, By Product Type:

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- o□Desert
- o□Personal
- o□Tower
- o□Window
- India Residential Air Coolers Market, By Distribution Channel:
  - o□Multi-Branded Stores
  - o□Supermarkets and Hypermarkets
  - o□Exclusive Stores
  - o□Online
  - o□Others
- India Industrial & Commercial Air Coolers Market, By Product Type:
  - o□Commercial Air Coolers
  - o□Centralized Air Coolers
- India Industrial & Commercial Air Coolers Market, By Distribution Channel:
  - o□Distributors/ Suppliers/ Dealers
  - o□Direct Sales
- India Air Coolers Market, By Region:
  - o□North
  - o□West
  - o□South
  - o□East

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India air coolers 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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Note: The data given for any year represents the market during the period, i.e., 1st April of the previous year to 31st March of that year. eg: For 2023E, the data represents the period, 1st April 2022 to 31st March 2023.

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