

India Small Home Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Demand for home appliances on rise amid Covid-19, premium products driving revenues. As people are spending more time at home in the Covid world, home appliances are increasingly making their way to shopping carts. While the industry witnessed a slight turbulence owing to the lockdowns, the overall consumer sentiment has been positive and the outlook, optimistic.

India's appliances and consumer electronics market size is expected to grow steadily in the upcoming years. The small home appliances are expected to the growth in the market due to ongoing urbanization, expanding the middle class, and growing demand for convenience in the midst of hectic urban lifestyle.

The rise in the number of nuclear families and a sedentary lifestyle with space constraints in the household will further aggravate the demand for small home appliances which can accompany the daily tasks in less time. Semi-urban and rural areas are also expected to contribute to the demand owing to the growing awareness regarding small ticket appliances in those areas.

Technological advancements and rising user access to the internet are expected to contribute positively to the redevelopment of the small home appliances in the market. Small Kitchen appliances have high growth potential for new products such as blenders, mixers, coffee machines in the market. The rise in smart homes along with new connected appliances are expected to boost the demand in the future by offering new appliances that would be easily used by the consumer and reduce their tasks at home. The smart home appliances would allow autonomy, control, monitoring and other advantages.

India Small Home Appliances Market Trends

Growing Hair Dryers Demand in India

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Rising awareness about personal grooming is further adding its value. The changes in lifestyles due to hectic work schedules are also leading to product demand. Asia- Pacific salons, and India specifically are investing in salon chains to increase their customer base as the country is one of the high population. Thus the rising number of hair salons along with urbanization and the young population in the country is anticipated to contribute to the growth of the hairdryers market in India.

Developing Water Heaters System in India

Cost-efficient technology, reliability, and eco-friendly technology are driving the demand for water heaters in the country. Water heaters are gaining popularity due to low-cost running making its adoption feasible. Also, the availability of piped water facilities and rising infrastructure is making water heaters more accessible in rural areas and is forecasted to drive demand in upcoming years. This will drive the positive organized players in the market.

The water heater comes in storage-type and tankless water heaters designs in the market. Polymer-based storage tanks are also gaining traction in the market as it has a high resistance to corrosion. With consumers moving toward adopting tankless and high-efficiency water heater technology, the manufacturers are focusing on redesigning their products to maintain their position in the water heaters market.

India Small Home Appliances Market Competitor Analysis

Small Home appliances market in India is fragmented with several local and global players existing in the market. Cost-pricing and innovation strategies are adopted by manufacturers in the market. To make customers' life convenient and comfortable manufacturers are making products that are integrated with IoT. Investments in R&D to cater to the rising demand of the technology-savvy consumers in the market is on the rise, manufacturers are making efforts to offer the best technological solutions to them.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Value Chain/ Supply Chain Analysis

4.5 Porter's Five Forces Analysis

4.5.1 Threat of New Entrants

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.5.2 Bargaining Power of Buyers/Consumers
- 4.5.3 Bargaining Power of Suppliers
- 4.5.4 Threat of Substitute Products
- 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on Government Regulations in the Market
- 4.7 Insights on Technological Disruption in the Market
- 4.8 Impact of COVID- 19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Product
 - 5.1.1 Vacuum Cleaners
 - 5.1.2 Small Kitchen Appliances
 - 5.1.3 Hair Clippers
 - 5.1.4 Irons
 - 5.1.5 Toasters
 - 5.1.6 Grills and Roasters
 - 5.1.7 Hair Dryers
 - 5.1.8 Water Heaters
 - 5.1.9 Others
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets/ Hypermarkets
 - 5.2.2 Specialty Stores
 - 5.2.3 Online
 - 5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Bajaj Electricals
 - 6.2.2 LG Electronics
 - 6.2.3 Godrej Consumer Products Limited
 - 6.2.4 Whirlpool of India
 - 6.2.5 Samsung
 - 6.2.6 Panasonic India
 - 6.2.7 Haier Group
 - 6.2.8 Benison India
 - 6.2.9 Toshiba India Private Limited
 - 6.2.10 BSH Household Appliances*

7 FUTURE AND OPPORTUNITIES IN THE MARKET

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

India Small Home Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

