

India Air Coolers Market By End User (Residential Air Coolers (Desert, Personal, Tower, Window), Industrial & Commercial Air Coolers (Commercial, Centralized)), By Region, By Top 3 Leading States, Competition, Forecast & Opportunities, 2028F

Market Report | 2023-09-05 | 82 pages | TechSci Research

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Report description:

The India air coolers market is poised for substantial growth in the forecast period, driven by a confluence of factors such as the increasing awareness about energy-efficient solutions, a growing working population, evolving lifestyles, and technological advancements. The market's expansion is underpinned by the product's capacity to provide effective and affordable cooling while minimizing electricity consumption. Notably, the demand for versatile, energy-efficient, and low-power solutions is propelling the progress of the air cooler market. Furthermore, the surging global temperatures contribute to the industry's flourishing.

The escalating demand for eco-friendly and energy-efficient cooling solutions is a key driver of product demand. The mechanism behind air coolers hinges on evaporation, employing a straightforward air-moving process that draws external air and circulates it through moist cooling pads, which absorb heat from the surroundings, as opposed to the dehydrating effect of air conditioners.

Air coolers, given their affordability and suitability for the burgeoning middle-class population worldwide, are a cost-effective alternative to air conditioners, costing approximately 80% to 85% less.

Environmental Awareness: A Catalyst for Market Growth

A central challenge confronting developing nations like India is balancing rapid economic growth with mitigating pollution and carbon emissions stemming from industrialization. India, as the world's third-largest carbon emitter, and countries alike are compelled to chart a growth path that aligns with environmental concerns and substantially reduces emissions, with a view to keeping global warming at 1.5 degrees Celsius. To meet its climate commitments, India has pledged to curtail its estimated carbon emissions by 1 billion tonnes and reduce its economic carbon intensity to under 45% by 2030, setting state-specific

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objectives in this pursuit. Notably, the use of environmentally harmful substances found in air conditioners, such as CFC and HCFC, renders air coolers a more eco-friendly choice. The growing apprehensions about the energy consumption of air conditioners have propelled consumer preference for air coolers, as they curtail electricity bills by 80% to 90%, thereby establishing their cost-effectiveness and energy efficiency over the long term. Thus, the escalating environmental consciousness is anticipated to drive market growth.

Technological Advancements: A Propel for Market Expansion

Gone are the days when air coolers merely provided a refreshing breeze. The evolution of air coolers has mirrored the advancements in cooling technology. Manufacturers have responded to consumer demands and market trends by introducing advanced features and technology in air cooler offerings. Similar to air conditioners, air coolers are adopting smart functionalities and cutting-edge features. For instance, Crompton's Optimus 65 IOT coolers, equipped with PureShield Technology, integrate a PM2.5 filter for filtered air and anti-bacterial control panels powered by N9 Silver World Technology, providing bacterial protection. These smart air coolers can be operated via the Crompton app or voice assistants like Google Home or Amazon Alexa. This confluence of technological advancement is poised to be a vital driver of market growth.

Emergence of Wall Mounted Air Coolers: A Boost for Market Expansion

Addressing concerns of space utilization and aesthetics, manufacturers are focusing on creating sleek and compact air coolers. Air coolers traditionally occupied substantial floor space, deterring consumers. To tackle this challenge, manufacturers are introducing wall-mounted air coolers that resemble split air conditioners, offering an efficient and space-saving cooling solution. Symphony, for example, introduced the Cloud Wall-Mounted Personal Room Air Coolers in India, combining smart features and wall-mounting capabilities. This innovation not only complements interior aesthetics but also offers remote control functionality, enhancing user convenience. As these technologically advanced wall-mounted air coolers emerge, their market growth prospects are poised for a considerable boost.

Market Segmentation

The India air cooler market is segmented on end-user, region, and competitive landscape. Based on end user, the India air cooler market is segmented on the basis of residential air coolers and industrial & commercial air coolers. The India Residential Air Coolers segment is bifurcated based on the product type and distribution channel. Based on product type, the India Residential Air Coolers market is divided on the basis of desert, personal, tower, and window. The distribution channel segment is divided into multi-branded stores, exclusive stores, supermarkets and hypermarkets, online, and others (direct sales, institutional sales, etc.). The India Industrial & Commercial Air Coolers segment is classified on the basis of product type and distribution channel. Based on product type, the Industrial & Commercial Air Coolers segment is divided into commercial and centralized air coolers. The distribution channel segment is divided into distributors/suppliers/dealers and direct sales. Based on region, the India Air Coolers market is segmented into north, west, south, and east.

Company Profiles

Symphony Limited, Bajaj Electricals Limited, Usha International Limited, Ken Lifestyles Private Limited, Orient Electric Limited, Voltas Limited, Ram Coolers, Groupe SEB India Private Limited (Maharaja Whiteline), Blue Star Limited, and Havells India Limited are also actively entering the market in recent years and further strengthening the market growth.

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 End User:
 - o□ Residential Air Coolers
 - o□ Industrial & Commercial Air Coolers
- India Air Coolers Market, By Region:

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- 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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