

India Small Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 160 pages | Mordor Intelligence

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Report description:

The India Small Home Appliances Market size is estimated at USD 27.27 billion in 2024, and is expected to reach USD 34.47 billion by 2029, growing at a CAGR of 4.80% during the forecast period (2024-2029).

Demand for home appliances rose amid Covid-19, and premium products drove revenues. As people spent more time at home in the Covid world, home appliances increasingly made their way to shopping carts. While the industry witnessed slight turbulence due to the lockdowns, the overall consumer sentiment and outlook were positive.

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

The rise in nuclear families and a sedentary lifestyle with space constraints will further aggravate the demand for small home appliances. The appliances can accomplish 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 redeveloping small home appliances. Small Kitchen appliances include high growth potential for new products such as blenders, mixers, and coffee machines. The rise in smart homes, along with new connected appliances, is 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. Smart home appliances would allow autonomy, control, monitoring, and other advantages.

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India Small Home Appliances Market Trends

Growing Hair Dryers Demand in India

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 are specifically investing in salon chains to increase their customer base as the country includes a 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 their adoption feasible. Also, the availability of piped water facilities and rising infrastructure is making water heaters more accessible in rural areas. It is forecasted to drive demand in upcoming years and will drive the positive, organized players in the market.

The water heater comes in storage-type and tankless water heaters designs. Polymer-based storage tanks are also gaining traction as they include high corrosion resistance. 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 heater market.

India Small Home Appliances Industry Overview

India's small Home appliances market is fragmented, with several local and global players. Manufacturers adopt cost-pricing and innovation strategies in the market. Manufacturers are making products integrated with IoT to make customers' lives convenient and comfortable. R&D investments to cater to the rising demand of technology-savvy consumers in the market are rising. Manufacturers are making efforts to offer the best technological solutions to them. Some major players are Bajaj Electricals, LG Electronics, Samsung, Panasonic India, and Whirlpool of India.

Additional Benefits:

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

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