

India Washing Machine - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The India Washing Machine Market size is estimated at USD 3.85 billion in 2024, and is expected to reach USD 4.68 billion by 2029, growing at a CAGR of greater than 4% during the forecast period (2024-2029).

Washing machines are becoming increasingly popular in India because they're easy to use and require less human intervention. They're also expected to see a lot of growth shortly because they're more energy efficient and can get rid of stains better than semi-automated machines. Manufacturers invest in new products, tech, and factories to meet the vast demand.

Multiple product types such as front-load automatic, top-load automatic, and semi-automatic Promoting market growth through service fluctuations. Additionally, improved ease of use and customer service will support the growth of the Indian washing machine market over the next five years.

Digital technology and business, shorter exchange chains, and increased consumption habits and demand in emerging markets are all contributing to rising incomes. The introduction of smart, technological and innovative washing machines with efficient electricity and water usage technology is expected to have a positive impact on the demand for these products. The introduction of smart washing machines with Wi-Fi capabilities has significantly increased demand. Over the past decade, various technological advancements have been made in washing machines, making them more efficient in terms of electricity and water conservation.

India Washing Machine Market Trends

Rapid Urbanization Drives the Demand for Washing Machine in India.

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The demand for washing machines is mostly in urban areas, which account for a significant percentage of sales. Residents in urban areas consume in quite different ways than those in rural areas. In the country, the use of washing machines is rapidly increasing. Growing family incomes, improved technologies, an increase in nuclear families, rising personnel expenses, a rising tendency of working women, and the availability of consumer credit in urban areas all contribute to this growth. Consumers are expected to be drawn to smart washing machines by rapid urbanization and lifestyle changes. The expanding urban population in the country, which high-income individuals characterize, is likely to fuel washing machine demand over the projection period.

Fully Automatic Washing Machine Market is Predicted to Rise in India During Forecast Period

The Fully Automatic Washing Machine Market is expected to grow in the forecast period. A fully automatic system offers a clean wash and even extracts dirt and stains efficiently. For stain removal, the front loader automatic washing machine is particularly effective because of tumble motion, higher revolutions per minute, and the built-in water heater, which facilitates better stain removal without harming the cloth. These washing machines use less water, have lower power consumption, and have better voltage management systems. Hence, the product premiumization trend favors front-load washing machines. However, the top-loading machines continue to have a higher share as the price difference between the two is substantial.

The agitator rubs against the clothes in a top loader to cause friction, which removes marks and stains on the garments, although this can harm the fabric material. Semi-automatic stain removal is not as effective as an automatic washing machine.

India Washing Machine Industry Overview

The washing machine market tends to be competitive with the presence of international players. Energy labels and energy-efficiency policies have enabled manufacturers to focus on developing energy-efficient products. Manufacturers are focusing on new product development, advancement in technologies, and increasing their manufacturing capacity. Domestic players have focused on rural areas as foreign multinationals dominate urban markets. Some of the key players in the washing machine market are LG Electronics India Pvt. Ltd., Samsung India Electronics Ltd, Whirlpool, Godrej, Electrolux, IFB, Lloyd, Bosch, Haier, Videocon, and Other prominent players.

Additional Benefits:

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

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