

India Electronics Equipment Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

Market Report | 2025-06-28 | 122 pages | EMR Inc.

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Report description:

The India electronics equipment market stood at a value of USD 28.71 Billion in 2024 and is projected to expand at a CAGR of around 8.10% through 2034. An exponentially growing electronic equipment sector, with a booming economy in India, rising disposable incomes, and a young, tech-savvy population, has made the country one of the world's most coveted innovation and investment hotbeds. In turn, all these factors have resulted in the market attaining a valuation of USD 62.56 Billion by 2034.

India Electronics Equipment?Market Report Summary

Description

Value

Base Year

USD Billion

2024

Historical Period

USD Billion

2018-2024

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Forecast Period

USD Billion

2025-2034

Market Size 2024

USD Billion

28.71

Market Size 2034

USD Billion

62.56

CAGR 2018-2024

Percentage

XX%

CAGR 2025-2034

Percentage

8.10%

CAGR 2025-2034 - Market by Region

West India

9.2%

CAGR 2025-2034 - Market by Region

North India

8.7%

CAGR 2025-2034 - Market by Distribution Channel

Online

10.2%

CAGR 2025-2034 - Market by Product Type

Fitness Tracker

10.6%

2024 Market Share by Region

East India

20.8%India Electronics Equipment Market Overview

Government Initiatives Coupled with Increased Urbanization Has Driven the Market Growth

The Indian electronic equipment market is undergoing significant changes propelled by government initiatives like Digital India and Make in India. Increased urbanization coupled with better internet access has led to a massive rise in demand for electronic equipment, particularly smart phones, within urban and rural localities. The market is highly competitive and innovation-driven, with many major global and domestic brands vying for a share. Major players are increasing their manufacturing bases and launching products catering to diverse geographies. Key segments such as mobile phones, wearables, and laptops have promising growth potential, especially among the youth and working professionals.

India Electronics Equipment Market Drivers

Digital Transformation and Government Initiatives

Demand for electronic equipment in India has increased tremendously with the digital transformation push. The BharatNet and Smart Cities projects, for example, digitize rural and urban regions, thus elevating the use of smart devices such as tablets, phones, and connected systems. Implementing the "Production Linked Incentive" (PLI) scheme for domestic manufacturing to reduce the reliance on imports is expected to better strengthen the supply chain. With education, health, and trade sectors increasingly shifting online, demand for reliable yet affordable electronics becomes the foundation of India's digital structure.

Rising Disposable Income and Young Tech-Savvy Population

India's median age is under 30. Hence, there is a wide scope for companies to target a vast young consumer base that is highly receptive to digital products, widening the chances for the overall India electronics equipment market expansion. This demographic is inclined towards digital technology. Young consumers seek everything from cell phones to smart watches. Rising disposable incomes among urban and semi-urban consumers allow above-average upgrading frequency, contributing to repeat sales and brand loyalty. Premium products have become increasingly affordable to the middle class due to easy financing and EMI options, further propagating market growth across income groups and locations.

Trends in the India Electronics Equipment Market

Growing Popularity of Smart Wearables

Smart wearables such as fitness trackers and smartwatches have become very popular ensembles among Indian consumers, boosting the India electronic equipment market dynamics. Allworth sells quality and affordable devices toward the fitness-crazed

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youth in India. These devices now boast health monitoring, GPS, and mobile connectivity features that correlate with post-pandemic health consciousness.

Growth of Refurbished Electronics Market

Environmental and consumers worried about costs are the major drivers behind the rise of refurbished electronics in India. Cashify and Amazon Renewed, for example, sell certified used devices from smartphones to laptops, boosting the overall India electronic equipment market revenue. Such units are quite trendy, especially among people from tier 2 and tier 3 cities, as cost becomes crucial in their purchases. Refurbished electronics minimize e-waste while providing modern technology at cheaper prices, hence making it a sustainable and profitable trend; moreover, adoption is also enhanced through increased trust by means of warranties and quality assurance.

India Electronics Equipment Industry Segmentation

The EMR's report titled "India Electronics Equipment Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product Type

- Mobile Phones
- Tablets
- Laptops
- Desktop Computer
- Headphone and Speakers
- Fitness Tracker
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- North India
- East India
- South India
- West India

India Electronics Equipment Market Share

By Product Type, Mobile Phones Have Gained Major Momentum

With ever-increasing penetration of smartphones and cheap internet tariffs, mobile phones hold a major share contributing to the India electronics equipment market growth. Devices from brands like Samsung, Xiaomi, and Realme offer a fairly good range for every kind of budget. Adoption in rural India is expected to increase with 4G connectivity and low-cost smartphones. Given that there exist more than 750 million smartphone users, it is still this segment that contributes the largest revenues to the market

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and is now further evolving with features like 5G and AI.

With a surge in awareness regarding health and wellness throughout urban India, fitness trackers are growing exponentially. Devices like Mi Band, boAt Smart Ring, and Noise trackers measuring heart rate, sleep, and so on are fairly priced. The attractiveness of these devices further gets heightened through the integration with health apps and smart assistants, surging the demand in the India electronics equipment market. This particular category is preferred mostly by young professionals and fitness lovers, making it the fastest-growing product sub-segment in the market.

By Distribution Channel, Online Retailers Drive Increased Sales

Online channels have become the leading distribution channel in the India electronic equipment market. The segment is expected to grow at a CAGR of 10.2% over the forecast period. E-commerce platforms like Amazon, Flipkart, and Tata Neu provide a huge selection along with easy comparisons and competition in pricing. Flash sales, exchange offers, and no-cost EMIs are also some popular driving forces. The pandemic has fast-tracked the online shift with customers in both metro cities and smaller towns opting for digital convenience and doorstep delivery.

However, as per the India electronic equipment market analysis, the offline market is slowly picking up in Tier 2 and Tier 3 cities, where acceptance and hands-on experience matter. Retail chains like Croma, Reliance Digital, and regional stores are penetrating the smaller towns and are assisted through after-sales services or product demonstrations. These factors, coupled with personalized support, are accelerating the offline channel to grow rampantly.

India Electronics Equipment Market Regional Insights

Major Tech Hubs Make South India Account for the Dominant Share

Growth of the South India electronics equipment market is boosted by important tech hubs like Bengaluru, Hyderabad, and Chennai. Digital literacy is at a higher level in the region and the demand for high-end products is burgeoning in the IT sector. The urban populace in this region prefers smart home setups along with high-performance laptops and wearables. South India is also home to some manufacturing units and R&D centers, which makes the region a strategic marketplace for both global and homegrown brands.

Increased investments in infrastructure and enhanced internet penetration have added the East India electronic equipment market value. This surge in demand for smartphones, tablet PCs, and basic computing devices seems to occur in the realm of education and business in states like West Bengal and Odisha. With improving affordability and increased penetration of digital initiatives in the region, East India has emerged to be the fastest growing regional market for electronic equipment.

Competitive Landscape

India electronics equipment market players have increasingly focused on tier 2 and 3 cities, where growing digital awareness fails to reach last mile access. The localization into language, pricing, and marketing could further aid in invading these highly potential markets. Moreover, India electronics equipment companies can find opportunities by creating sustainable electronics with recyclable materials and radically energy-efficient designs to attract those eco-conscious consumers.

Samsung Electronics Co., Ltd.

Founded in 1969, in South Korea, Samsung Electronics Co., Ltd. is a leading smartphone and TV company with a wide range of budget to premium products. Their focus has been on R&D and investments into local manufacturing under Make in India to

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enable affordability and better resilience in the supply chain.

Apple Inc.

Headquartered in the United States and founded in 1976, Apple Inc. attracts luxury-seeking consumers through flagship devices and exclusive Apple Stores. The company aims to expand in the local production area of operation under the partnership with Foxconn and Wistron to take the PLI incentives and lower reliance on imports.

Xiaomi Corporation

Founded in 2010, Xiaomi dominates the budget smartphone and smart device segment with affordable prices and many products launched at short intervals. The company employs online-first and influencer marketing - an extensive strategy to keep it relevant with young and tech-savvy users.

LG Corporation

Established in 1947, LG predominantly positions itself in India as high-end appliances and display technologies, while focusing on AI-powered home electronics and sustainability products, with an increasing offline retail network in prime and tier 2 city territories.

Other players in the India electronics equipment market include Lenovo Group Limited, Sony Group Corporation, Dell Technologies Inc., HP Inc., Panasonic Holdings Corporation, and Alphabet, Inc., among others.

Recent Developments

May 2025

Vivo announced plans to debut a tiny smartphone in India soon, which will be part of the X200 series. This forthcoming device may be known as the Vivo X200 Pro Mini or the Vivo X200 FE. Notably, it could have IP68 and IP69 classifications, indicating that it is waterproof and dustproof, letting customers to use the phone with confidence in a variety of environments.

May 2025 _x000D_

Samsung launched the Galaxy F56 5G, the slimmest smartphone in the F-Series portfolio. The smartphone is only 7.2mm thin and boasts various segment-leading features, including a flagship-grade camera, a 6-generation Android upgrade cycle, Gorilla Glass Victus+ protection on both the front and back, and powerful AI editing capabilities.

April 2025

The Tamil Nadu government developed a dedicated Electronics Components Manufacturing Scheme. The program is anticipated to attract investments worth Rs 30,000 crore and create jobs for around 60,000 individuals. April 2025

The Ministry of Electronics and Information Technology (MeitY) notified an Electronics Component Manufacturing Scheme with a total budget allocation of Rs. 22,919 crores.

Market Outlook: 2025-2034

The electronic equipment market in India is projected to grow with expanding digital infrastructure, localization of manufacturing,

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and increased demand for AI-integrated smart devices. Companies that innovate regarding product quality, affordability, and sustainability are expected to be at the forefront of transformation. Urbanization and younger demographics are the main pillars of this exponential market growth.

Why This Report?

The India electronics equipment Market Report and Forecast 2025-2034 delivers a thorough and strategic analysis, offering key insights into:

- Market size, share, and growth forecasts , with a special focus on regional dynamics across North, South, East, and West India , highlighting investment hotspots and production clusters.
- In-depth SWOT and Porter's Five Forces analyses to examine the competitive landscape, supplier and buyer dynamics, new entrants, and the bargaining power of players within the electronics equipment ecosystem.
- Insights into key demand and price indicators , such as the impact of procurement policies, offset obligations, indigenization mandates, and international collaborations on pricing and investment trends.
- Actionable recommendations for stakeholders include pursuing all three avenues of rural markets, use of local language, and options for financing to broaden appeal and evolve into long-term customer retention for organic growth.

This report equips government bodies, industry leaders, investors, and innovators with the data and foresight needed to navigate India electronics equipment landscape, seize new opportunities, and build resilience against market shifts. Stay ahead with Expert Market Research's trusted intelligence and forecasts.

Table of Contents:

1 Executive Summary
1.1 Market Size 2024-2025
1.2 Market Growth 2025(F)-2034(F)
1.3 Key Demand Drivers
1.4 Key Players and Competitive Structure
1.5 Industry Best Practices
1.6 Recent Trends and Developments
1.7 Industry Outlook
2 Market Overview and Stakeholder Insights
2.1 Market Trends
2.2 Key Verticals
2.3 Key Regions
2.4 Supplier Power
2.5 Buyer Power
2.6 Key Market Opportunities and Risks
2.7 Key Initiatives by Stakeholders
3 Economic Summary
3.1 GDP Outlook
3.2 GDP Per Capita Growth
3.3 Inflation Trends
3.4 Democracy Index
3.5 Gross Public Debt Ratios

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3.6	Balance of Payment (BoP) Position
3.7	Population Outlook
3.8	Urbanisation Trends
4	Country Risk Profiles
4.1	Country Risk
4.2	Business Climate
5	Asia Pacific Electronic Equipments Market Analysis
5.1	Key Industry Highlights
5.2	Asia Pacific Electronic Equipments Historical Market (2018-2024)
5.3	Asia Pacific Electronic Equipments Market Forecast (2025-2034)
6	India Electronic Equipments Market Analysis
6.1	Key Industry Highlights
6.2	India Electronic Equipments Historical Market (2018-2024)
6.3	India Electronic Equipments Market Forecast (2025-2034)
7	India Electronic Equipments Market by Product Type
7.1	Mobile Phones
7.1.1	Historical Trend (2018-2024)
7.1.2	Forecast Trend (2025-2034)
7.2	Tablets
7.2.1	Historical Trend (2018-2024)
7.2.2	Forecast Trend (2025-2034)
7.3	Laptops
7.3.1	Historical Trend (2018-2024)
7.3.2	Forecast Trend (2025-2034)
7.4	Desktop Computer
7.4.1	Historical Trend (2018-2024)
7.4.2	Forecast Trend (2025-2034)
7.5	Headphone and Speakers
7.5.1	Historical Trend (2018-2024)
7.5.2	Forecast Trend (2025-2034)
7.6	Fitness Tracker
7.6.1	Historical Trend (2018-2024)
7.6.2	Forecast Trend (2025-2034)
7.7	Others
8	India Electronic Equipments Market by Distribution Channel
8.1	Online
8.1.1	Historical Trend (2018-2024)
8.1.2	Forecast Trend (2025-2034)
8.2	Offline
8.2.1	Historical Trend (2018-2024)
8.2.2	Forecast Trend (2025-2034)
9	India Electronic Equipments Market by Region
9.1	North India
9.1.1	Historical Trend (2018-2024)
9.1.2	Forecast Trend (2025-2034)
9.2	South India
9.2.1	Historical Trend (2018-2024)

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- 9.2.2 Forecast Trend (2025-2034)
- 9.3 East India
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
- 9.4 West India
 - 9.4.1 Historical Trend (2018-2024)
 - 9.4.2 Forecast Trend (2025-2034)
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses
 - 10.1.3 Opportunities
 - 10.1.4 Threats
 - 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
 - 10.3 Key Indicators of Demand
 - 10.4 Key Indicators of Price
- 11 Competitive Landscape
 - 11.1 Supplier Selection
 - 11.2 Key Global Players
 - 11.3 Key Local Players
 - 11.4 Key Player Strategies
 - 11.5 Company Profile
 - 11.5.1 Samsung Electronics Co., Ltd.
 - 11.5.1.1 Company Overview
 - 11.5.1.2 Product Portfolio
 - 11.5.1.3 Demographic Reach and Achievements
 - 11.5.1.4 Certifications
 - 11.5.2 Apple Inc.
 - 11.5.2.1 Company Overview
 - 11.5.2.2 Product Portfolio
 - 11.5.2.3 Demographic Reach and Achievements
 - 11.5.2.4 Certifications
 - 11.5.3 Xiaomi Corporation
 - 11.5.3.1 Company Overview
 - 11.5.3.2 Product Portfolio
 - 11.5.3.3 Demographic Reach and Achievements
 - 11.5.3.4 Certifications
 - 11.5.4 LG Corporation
 - 11.5.4.1 Company Overview
 - 11.5.4.2 Product Portfolio
 - 11.5.4.3 Demographic Reach and Achievements
 - 11.5.4.4 Certifications

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- 11.5.5 Lenovo Group Limited
 - 11.5.5.1 Company Overview
 - 11.5.5.2 Product Portfolio
 - 11.5.5.3 Demographic Reach and Achievements
 - 11.5.5.4 Certifications
- 11.5.6 Sony Group Corporation
 - 11.5.6.1 Company Overview
 - 11.5.6.2 Product Portfolio
 - 11.5.6.3 Demographic Reach and Achievements
 - 11.5.6.4 Certifications
- 11.5.7 Dell Technologies Inc.
 - 11.5.7.1 Company Overview
 - 11.5.7.2 Product Portfolio
 - 11.5.7.3 Demographic Reach and Achievements
 - 11.5.7.4 Certifications
- 11.5.8 HP Inc.
 - 11.5.8.1 Company Overview
 - 11.5.8.2 Product Portfolio
 - 11.5.8.3 Demographic Reach and Achievements
 - 11.5.8.4 Certifications
- 11.5.9 Panasonic Holdings Corporation
 - 11.5.9.1 Company Overview
 - 11.5.9.2 Product Portfolio
 - 11.5.9.3 Demographic Reach and Achievements
 - 11.5.9.4 Certifications
- 11.5.10 Alphabet, Inc.
 - 11.5.10.1 Company Overview
 - 11.5.10.2 Product Portfolio
 - 11.5.10.3 Demographic Reach and Achievements
 - 11.5.10.4 Certifications
- 11.5.11 Others

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