India Electric Kitchen Appliances Market Forecast and Opportunities, 2020

Description: According to “India Electric Kitchen Appliances Market Forecast & Opportunities, 2020”, the electric kitchen appliances market in India is projected to grow at a CAGR of more than 29% during 2015 - 2020. In 2014, induction cooktop was the largest segment in the country's electric kitchen appliances market, followed by electric chimneys, microwaves and electric cookers. Western region accounted for the largest market share in 2014, followed by Southern, Northern and Eastern regions of the country. This regional trend is expected to persist through 2020.

With improving living standards, expanding middle class population and growing number of nuclear families, the demand for electric kitchen appliances in India is increasing. Other major factors boosting the country's electric kitchen appliances market include increasing working population, especially women; rising per capita disposable income and expanding retail formats such as supermarkets, convenience stores and hypermarkets across the country. Moreover, increasing online availability of almost all the electric kitchen appliances is further augmenting product sales. TTK Prestige, Bajaj Electricals and LG Electronics are some of the leading electric kitchen appliance manufacturers operating in the country.

“India Electric Kitchen Appliances Market Forecast & Opportunities, 2020” report explains the following aspects related to electric kitchen appliances market in India:

- India Electric Kitchen Appliances Market Size, Share & Forecast
- Segmental Analysis – Induction Cooktop, Electric Chimney, Microwave, Electric cooker, Electric Toaster, Electric Kettle, Electric Food Processor, Electric Coffee & Tea Maker, Electric Tandoor & Others
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of electric kitchen appliances market in India
- To identify the on-going trends and anticipated growth in the coming years
- To help industry consultants, distributors and dealers to align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing material
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research includes interviews with manufacturers of electric kitchen appliances, distributors and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and proprietary databases.

Contents:

1. Research Methodology
2. Product Overview
3. Analyst View
4. Global Electric Kitchen Appliances Market Overview
5. India Electric Kitchen Appliances Market Outlook
   5.1. Market Size & Forecast
   5.1.1. By Value & Volume
   5.2. Market Share & Forecast
5.2.1. By Type (Induction Cooktop, Electric Chimney, Microwave, Electric cooker, Electric Toaster, Electric Kettle, Electric Food Processor, Electric Coffee & Tea Maker, Electric Tandoor & Others)
5.2.2. By Region
5.2.3. By Point of Sale (Convenience Stores, Hypermarkets & Online Retailers)
5.2.4. By Company

6. India Induction Cooktop Market Outlook
6.1. Market Size & Forecast
6.1.1. By Value & Volume
6.2. Market Share & Forecast
6.2.1. By Region
6.2.2. By Company
6.3. Price Point Analysis

7. India Electric Chimney Market Outlook
7.1. Market Size & Forecast
7.1.1. By Value & Volume
7.2. Price Point Analysis

8. India Microwave Market Outlook
8.1. Market Size & Forecast
8.1.1. By Value & Volume
8.2. Market Share & Forecast
8.2.1. By Type (Convention, Grill & Solo)
8.2.2. By Region
8.2.3. By Company
8.3. Price Point Analysis

9. India Electric Cooker Market Outlook
9.1. Market Size & Forecast
9.1.1. By Value & Volume
9.2. Market Share & Forecast
9.2.1. By Point of Sale (Convenience Stores, Hypermarkets & Online Retailers)
9.2.2. Organized vs Unorganized
9.3. Price Point Analysis

10. India Electric Toaster Market Outlook
10.1. Market Size & Forecast
10.1.1. By Value & Volume
10.2. Market Share & Forecast
10.2.1. By Region
10.2.2. By Point of Sale (Convenience Stores, Hypermarkets & Online Retailers)
10.2.3. By Company
10.3. Price Point Analysis

11. India Electric Kettle Market Outlook
11.1. Market Size & Forecast
11.1.1. By Value & Volume
11.2. Market Share & Forecast
11.2.1. By Point of Sale (Convenience Stores, Hypermarkets & Online Retailers)
11.2.2. Organized vs Unorganized
11.3. Price Point Analysis

12. India Food Processor Market Outlook
12.1. Market Size & Forecast
12.1.1. By Value & Volume
12.2. Market Share & Forecast
12.2.1. By Region
12.2.2. By Point of Sale (Convenience Stores, Hypermarkets & Online Retailers)
12.2.3. By Company
12.3. Price Point Analysis

13. India Coffee & Tea Maker Market Outlook
13.1. Market Size & Forecast
13.1.1. By Value & Volume
13.2. Market Share & Forecast
13.2.1. Organized vs Unorganized
13.3. Price Point Analysis

14. India Electric Tandoor Market Outlook
14.1. Market Size & Forecast
14.1.1. By Value & Volume
14.2. Market Share & Forecast
14.2.1. Organized vs Unorganized
14.3. Price Point Analysis

15. India Kitchen Appliances Market Dynamics
15.1. Drivers
15.2. Challenges

16. Market Trends & Developments
16.1. Easy Financing & Development of Payment Modes
16.2. Better Access to E-Tail Market
16.3. Surge in Number of Hypermarkets
16.4. Changing Lifestyle and Increase in Number of Nuclear Families
16.5. Technological Upgradation and Innovation

17. Policy & Regulatory Landscape

18. India Economic Profile

19. Competitive Landscape
19.1. TTK Prestige LTD.
19.2. Bajaj Electricals LTD.
19.3. Havells India LTD.
19.4. Samsung India Electronics PVT. LTD.
19.5. LG Electronics India PVT. LTD.
19.6. Philips India LTD.
19.7. Groupe SEB India PVT LTD.
19.8. Taureg Marketing PVT. LTD.
19.9. Jaipan Industry LTD.
19.10. Butterfly Gandhimathi Appliances

20. Strategic Recommendations

List of Figures

Figure 1: India Electric Kitchen Appliances Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 2: India Electric Kitchen Appliances Market Share, By Type, By Value, 2014-2020F
Figure 3: India Electric Kitchen Appliances Market Share, By Region, By Volume, 2014 & 2020F
Figure 4: India Electric Kitchen Appliances Market Share, By Point of Sale, By Volume, 2014
Figure 5: India Electric Kitchen Appliances Market Share, By Point of Sale, By Volume, 2020F
Figure 6: Number of Hypermarkets in India, 2005 & 2011
Figure 7: Internet Penetration in India, 2012-2014 (As a Percentage of Total Population)
Figure 8: India Electric Kitchen Appliances Market Share, By Company, By Value, 2014 & 2020F
Figure 9: India Induction Cooktop Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 10: India Induction Cooktop Market Share, By Region, By Volume, 2014 & 2020F
Figure 11: India Induction Cooktop Market Share, By Company, By Volume, 2014 & 2020F
Figure 12: India Induction Cooktop Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 13: India Electric Chimney Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 14: India Electric Chimney Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 15: India Microwave Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 16: India Microwave Market Share, By Region, By Volume, 2014 & 2020F
Figure 17: India Microwave Market Share, By Type, By Value, 2020F
Figure 18: India Microwave Market Share, By Region, By Volume, 2014 & 2020F
Figure 19: India Microwave Market Share, By Company, By Volume, 2014 & 2020F
Figure 20: India Microwave Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 21: India Electric Cooker Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 22: India Electric Cooker Market Share, By Point of Sale, By Volume, 2014
Figure 23: India Electric Cooker Market Share, By Point of Sale, By Volume, 2020F
Figure 24: India Electric Cooker Market Share, Organized vs Unorganized, By Volume, 2014
Figure 25: India Electric Cooker Market Share, Organized vs Unorganized, By Volume, 2020F
Figure 26: India Electric Cooker Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 27: India Electric Toaster Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 28: India Electric Toaster Market Share, By Region, By Volume, 2014 & 2020F
Figure 29: India Electric Toaster Market Size, By Major Cities, By Value, 2013-2014 (USD Million)
Figure 30: India Electric Toaster Market Share, By Point of Sale, By Volume, 2014
Figure 31: India Electric Toaster Market Share, By Point of Sale, By Volume, 2020F
Figure 32: India Electric Toaster Market Share, By Company, By Volume, 2014 & 2020F
Figure 33: India Electric Toaster Market Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 34: India Electric Kettle Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 35: India Electric Kettle Market Share, By Point of Sale, By Volume, 2014
Figure 36: India Electric Kettle Market Share, By Point of Sale, By Volume, 2020F
Figure 37: India Electric Kettle Market Share, Organized vs Unorganized, By Volume, 2014
Figure 38: India Electric Kettle Market Share, Organized vs Unorganized, By Volume, 2020F
Figure 39: India Electric Kettle Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 40: India Electric Food Processor Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 41: India Electric Food Processor Market Share, By Region, By Volume, 2014 & 2020F
Figure 42: India Electric Food Processor Market Share, By Point of Sale, By Volume, 2014
Figure 43: India Electric Food Processor Market Share, By Point of Sale, By Volume, 2020F
Figure 44: India Electric Food Processor Market Share, By Company, By Volume, 2014 & 2020F
Figure 45: India Electric Food Processor Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 46: India Electric Coffee & Tea Maker Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 47: India Electric Coffee & Tea Maker Market Share, Organized vs Unorganized, By Volume, 2014
Figure 48: India Electric Coffee & Tea Maker Market Share, Organized vs Unorganized, By Volume, 2020F
Figure 49: India Electric Coffee and Tea Maker Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 50: India Electric Tandoor Market Size, By Value (USD Million), By Volume ('000 Units), 2010-2020F
Figure 51: India Electric Tandoor Market Share, Organized vs Unorganized, By Volume, 2014
Figure 52: India Electric Tandoor Market Share, Organized vs Unorganized, By Volume, 2020F
Figure 53: India Electric Tandoor Average Selling Prices, 2010-2020F (USD Per Unit)
Figure 54: India Disposable Personal Income, 2009 – 2014 (USD Trillion)
Figure 55: Indian Urban Population, 2009-2014 (Million)
Figure 56: India Percentage of Urban Population, 2009-2014 (As a Percentage of Total Population)
Figure 58: India Percentage of Working Women Population, 1981, 1991, 2001 & 2011 (As a Percentage of Total Female Population)
Figure 59: India Domestic Electricity Price Index, 2010-2014 (Base 2004=100)
Figure 60: India LPG Prices in USD, By Metro City, August (2014 & 2015) and January (2014 & 2015)
Figure 61: India LPG Price Index, 2010-2014 (Base 2004=100)
Figure 62: India E-tail Market 2010-2014 (USD Billion)
Figure 63: India E-tail Home Appliances Market Size, By Value, 2010-2014 (USD Million)

List of Tables

Table 1: Cost and Thermal Efficiency Comparison – Fuel Wood, Kerosene, LPG, Induction Cooker
Table 2: Prestige Induction Cooktop Prices, 2014 (USD per Unit)
Table 3: Morphy Richards Induction Cooktop Prices, 2014 (USD per Unit)
Table 4: Bajaj Induction Cooktop Prices, 2014 (USD per Unit)
Table 5: Philips Induction Cooktop Prices, 2014 (USD per Unit)
Table 6: Havells Induction Cooktop Prices, 2014 (USD per Unit)
Table 7: Preethi Induction Cooktop Prices, 2014 (USD per Unit)
Table 8: Hindware Electric Chimney Prices, 2014 (USD per Unit)
Table 9: Whirlpool Electric Chimney Prices, 2014 (USD per Unit)
Table 10: USHA Electric Chimney Prices, 2014 (USD per Unit)
Table 11: Pigeon Electric Chimney Prices, 2014 (USD per Unit)
Table 12: Bajaj Electric Chimney Prices, 2014 (USD per Unit)
Table 13: Kaff Electric Chimney Prices, 2014 (USD per Unit)
Table 14: Faber Electric Chimney Prices, 2014 (USD per Unit)
Table 15: Elica Electric Chimney Prices, 2014 (USD per Unit)
Table 16: India Average Selling Prices of Major Microwave Brands, By Type, 2014 (USD per Unit)
Table 17: Samsung Microwave Prices, By Type, 2014 (USD per Unit)
Table 18: LG Microwave Prices, By Type, 2014 (USD per Unit)
Table 19: IFB Microwave Prices, By Type, 2014 (USD per Unit)
Table 20: Bajaj Microwave Prices, By Type, 2014 (USD per Unit)
Table 21: Electrolux Microwave Prices, By Type 2014 (USD per Unit)
Table 22: Inalsa Microwave Prices, By Type, 2014 (USD per Unit)
Table 23: Prestige Electric Cooker Prices, 2014 (USD per Unit)
Table 24: Panasonic Electric Cooker Prices, 2014 (USD per Unit)
Table 25: Bajaj Electric Cooker Prices, 2014 (USD per Unit)
Table 26: Morphy Richard Electric Cooker Prices, 2014 (USD per Unit)
Table 27: Philips Electric Cooker Prices, 2014 (USD per Unit)
Table 28: Havells Electric Cooker Prices, 2014 (USD per Unit)
Table 29: India Electric Cooker Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 30: India Electric Toaster Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 31: Philips Electric Toaster Prices, 2014 (USD per Unit)
Table 32: Bajaj Electric Toaster Prices, 2014 (USD per Unit)
Table 33: Prestige Electric Toaster Prices, 2014 (USD per Unit)
Table 34: Morphy Richard Electric Toaster Prices, 2014 (USD per Unit)
Table 35: Havells Electric Toaster Prices, 2014 (USD per Unit)
Table 36: Pigeon Electric Toaster Prices, 2014 (USD per Unit)
Table 37: India Electric Kettle Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 38: Indian Electric Kettle Companies, By Target Segment, 2014
Table 39: Bajaj Electric Kettle Prices, 2014 (USD per Unit)
Table 40: Morphy Richards Electric Kettle Prices, 2014 (USD per Unit)
Table 41: Philips Electric Kettle Prices, 2014 (USD per Unit)
Table 42: Prestige Electric Kettle Prices, 2014 (USD per Unit)
Table 43: Inalsa Electric Kettle Prices, 2014 (USD per Unit)
Table 44: Havells Electric Kettle Prices, 2014 (USD per Unit)
Table 45: India Electric Food Processor Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 46: Glen Food Processor Prices, 2014 (USD per Unit)
Table 47: Bajaj Food Processor Prices, 2014 (USD per Unit)
Table 48: Prestige Food Processor Prices, 2014 (USD per Unit)
Table 49: Philips Food Processor Prices, 2014 (USD per Unit)
Table 50: Morphy Richards Food Processor Prices, 2014 (USD per Unit)
Table 51: India Coffee & Tea Maker Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 52: Philips Electric Coffee & Tea Maker Prices, 2014 (USD per Unit)
Table 53: Morphy Richards Electric Coffee & Tea Maker Prices, 2014 (USD per Unit)
Table 54: Prestige Electric Coffee & Tea Maker Prices, 2014 (USD per Unit)
Table 55: India Electric Tandoor Average Selling Prices, By Major Brand, 2014 (USD per Unit)
Table 56: Nova Electric Tandoor Prices, 2014 (USD per Unit)
Table 57: Glen Electric Tandoor Prices, 2014 (USD per Unit)
Table 58: Hotline Electric Tandoor Prices, 2014 (USD per Unit)
Table 59: Baltra Electric Tandoor Prices, 2014 (USD per Unit)
Table 60: Hotline Electric Tandoor Prices, 2014 (USD per Unit)
Table 61: India Price Index of Aluminium, Brass, Copper, Steel, 2010-2014 (Base 2004=100)

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3448630/

Order by Fax - using the form below

Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: India Electric Kitchen Appliances Market Forecast and Opportunities, 2020
Web Address: http://www.researchandmarkets.com/reports/3448630/
Office Code: SCH33Q6B

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>CD-ROM:</td>
<td>USD 3500 + USD 58 Handling</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 4000 + USD 58 Handling</td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 6000</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □ Last Name: ____________________________
First Name: ____________________________ Email Address: * ____________________________
Job Title: ____________________________ Organisation: ____________________________
Address: ____________________________ City: ____________________________
Postal / Zip Code: ____________________________ Country: ____________________________
Phone Number: ____________________________ Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:
Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World