India Home Automation Market Outlook, 2021

Description: Home automation is a science which deals with a residence equipped with computing and information technology devices that anticipate and act in response to the needs of the residents; working towards enhancing their comfort, convenience, security, and entertainment through the upgrade of technology within the home. Home automation integrates all the devices in the house and gives its access to a single control pad which allows energy efficiency and ease to the people residing. Home automation is a luxury statement and is at a very emerging stage in India. Builders are now giving option of either automated homes or normal ones which makes sure of the soon emerging trend of the automated homes in India. Home automation comes out to be of a great help to the aged people, handicapped people and the families with small children. This report is about the market size of the home automation market in India and how because of the people following the western lifestyle and culture and more number of people in the upper middle class section of India, home automation is expected to penetrate faster. There are many features that are provided by the home automation companies. Different companies use different technology for deploying the same. The report also reveals the trend in this industry is shifting to people becoming more conscious about the energy efficiency involved home automation. The further division of technology into networking technology and the communicating technology is also discussed in the report.

The home automation market in India is expected to grow with a CAGR of 23.63% in the coming six years. Metro cities like Delhi, Mumbai, and Hyderabad are some of the most potential cities where penetration has reached and is expected to increase further. The trend is followed by the mega cities like Bangalore, Ahmedabad. Some of the major players in the home automation market are L&T, Schneider Electric, Johnson Control, AMX and Crestron. The home automation market is just at a start with only the luxury oriented people approaching for automation. But with the reducing prices for automation and the energy efficiency affecting the people the home automation is soon going to be a market for all the segments of the people. The organized market accounts for more than half of the market and its share is expected to increase with major organized players investing in home automation market in India.

According to “India Home Automation Market Outlook, 2021”, the market for home automation market in India is at a nascent stage and is expected to reach new heights. Lighting, Security, Audio/video and HVAC are some of the applications that are involved in the home automation. Security dominates the market and is expected to be the same in the future as data thefts, burglary are increasing continuously in India. Technology is one major plus in this market and with the leading brands spending most of their time and revenue in the R&D of the product, the home automation market is expected to witness a surge in the coming years. Division by the end users in this market comes with residential, commercial and hospitality sector. Home automation was primarily used in the commercial establishments like offices and institutions, but with the increasing awareness and the increasing lifestyle among the people, the home automation is dominated by the residential segment and is expected to demonstrate the fastest growth in the hospitality sector. As home automation is an emerging market, and India being the country with the highest potential for this market, the global players are expected to extend their business in India thereby leading to higher penetration. In India, the trend is moving from wired connection to wireless connection. Different communicating technologies are used in the home automation market like Zigbee, Z- Wave, X10, Wi-fi, Bluetooth etc. Zigbee dominates the market and is expected to remain the same till 2021.

Contents:

1. Executive Summary
2. Global Home Automation Market Outlook
   2.1. Market Size By Value
   2.2. Market Share
   2.2.1. By Country
   2.2.2. By Geography
   2.2.3. By Technology
   2.2.4. By Application
   2.2.5. By Networking Technology
   2.2.6. By Type
   2.2.7. By Company
2.2.8. By Penetration

3. India Home Automation Market Outlook
3.1. Market Size By Value
3.1.1. Overall Market
3.1.2. By End Users
3.1.3. By Application
3.2. Market Share
3.2.1. By Company
3.2.2. By City
3.2.3. By Region
3.2.4. By Technology
3.3. Residential Segment Outlook
3.3.1. By Segment
3.3.2. By Application
3.4. Commercial Segment Outlook
3.4.1. By Segment
3.4.2. By Application
3.5. Hospitality Segment Outlook
3.5.1. By Segment
3.5.2. By Application
3.6. India Lighting Market Outlook
3.6.1. Overall Market Size with Organized/ Unorganized Share
3.6.2. Market Share By Company
3.7. India Security Market Outlook
3.7.1. Overall Market Size with Organized/ Unorganized Share
3.7.2. Market Share By Company
3.8. India Audio/ Video Market Outlook
3.8.1. Overall Market Size with Organized/ Unorganized Share
3.8.2. Market Share By Company
3.9. India HVAC Market Outlook
3.9.1. Overall Market Size with Organized/ Unorganized Share
3.9.2. Market Share By Company
3.10. Pricing Analysis

4. India Economic Profile

5. Market Penetration

6. Organized Vs Unorganized Market

7. PEST Analysis

8. Channel Partner Analysis

9. Market Dynamics
9.1. Key Drivers
9.2. Key Challenges

10. Market Trends & Developments
10.1. Technological Trends
10.2. Shift from wireless to wired connection
10.3. Increasing awareness of energy efficiency and smart living
10.4. Price Reduction
10.5. The Internet of Things

11. Competitive Landscape
11.1. Porters Five Forces
11.2. Company Profiles
11.2.1. Eaton India
11.2.2. Control4 India Pvt. Ltd.
11.2.3. Vinshek Marketing Pvt. Ltd.
11.2.4. ABB India
11.2.5. Schneider Electric India  
11.2.6. Johnson Controls India Pvt. Ltd.  
11.2.7. AMX Products & Solutions Pvt. Ltd.  
11.2.8. L&T Electric & Home Automation  
11.2.9. Leviton Security & Home Automation  
11.2.10. Crestron Electronics India Pvt. Ltd.

12. Strategic Recommendations  

13. Disclaimer  

List of Figures:  
Figure 1: Global Home Automation Market Size By Value 2010 - 2014 (USD Billion)  
Figure 2: Global Home Automation Market Size By Value 2015F - 2021F (USD Billion)  
Figure 3: Global Home Automation Market Share By Country 2014 & 2021F  
Figure 4: Global Home Automation Market Share By Geography 2014 & 2021F  
Figure 5: Global Home Automation Market Share By Technology 2014 & 2021F  
Figure 6: Global Home Automation Market Share By Application 2014 & 2021F  
Figure 7: Global Home Automation Market Share By Networking Technology 2014 & 2021F  
Figure 8: Global Home Automation Market Share By Type 2014 & 2021F  
Figure 9: Global Home Automation Market Share By Value By Company 2014  
Figure 10: Global Home Automation Market Penetration 2010 - 2021 (Million Homes)  
Figure 11: India Home Automation Market Size By Value 2010 - 2014 (INR Crore)  
Figure 12: India Home Automation Market Size By Value 2015F - 2021F (INR Crore)  
Figure 13: India Home Automation Market Size By Value By End User Segment 2010 - 2014 (INR Crore)  
Figure 14: India Home Automation Market Size By Value By End User Segment 2015F - 2021F (INR Crore)  
Figure 15: India Home Automation Market Size By Value By Application 2010 - 2014 (INR Crore)  
Figure 16: India Home Automation Market Size By Value By Application 2015F - 2021F (INR Crore)  
Figure 17: India Home Automation Market Share By Company 2014  
Figure 18: India Home Automation Market Share By City 2014  
Figure 19: India Home Automation Market Share By Region 2014 & 2021F  
Figure 20: India Home Automation Market Share By Technology 2014 & 2021F  
Figure 21: India Home Automation Market Residential By Segment 2014 & 2021F  
Figure 22: India Home Automation Market Residential By Application 2014 & 2021F  
Figure 23: India Home Automation Market Commercial By Segment 2014 & 2021F  
Figure 24: India Home Automation Market Commercial By Application 2014 & 2021F  
Figure 25: India Home Automation Market Hospitality By Segment 2014 & 2021F  
Figure 26: India Home Automation Market Hospitality By Application 2014 & 2021F  
Figure 27: India Home Automation Lighting Market Size By Value 2010 - 2021F (INR Crore)  
Figure 28: India Home Automation Lighting Market Share By Company 2014  
Figure 29: India Home Automation Security Market Size By Value 2010 - 2021F (INR Crore)  
Figure 30: India Home Automation Security Market Share By Company 2014  
Figure 31: India Home Automation Audio/Video Market Size By Value 2010 - 2021F (INR Crore)  
Figure 32: India Home Automation Audio/Video Market Share By Company 2014  
Figure 33: India Home Automation HVAC Market Size By Value 2010 - 2021F (INR Crore)  
Figure 34: India Home Automation HVAC Market Share By Company 2014  
Figure 35: India Home Automation Organized Vs. Unorganized Market Share 2014 & 2021F  
Figure 36: India Home Automation Market Share By Distribution Channel  

List of Tables:  
Table 1: India Economic Profile - 2014  
Table 2: Key Facts of Eaton India  
Table 3: Key Facts of Control4 India Pvt. Ltd.  
Table 4: Key Facts of Vinshiek Marketing Pvt. Ltd.  
Table 5: Key Facts of ABB India  
Table 6: Key Facts of Schneider Electric India  
Table 7: Key Facts of Johnson Controls India Pvt. Ltd.  
Table 8: Key Facts of AMX Products & Solutions Pvt. Ltd.  
Table 9: Key Facts of L&T Electric & Home Automation  
Table 10: Key Facts of Leviton Security & Home Automation  
Table 11: Key Facts of Crestron Electronics India Pvt. Ltd.

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