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# Consumer Appliances in India

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### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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- Philips leads personal care appliances due to extensive reach and wide range of offerings

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Small Cooking Appliances in India

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- Freestanding gas hobs remains dominant format, driven by local cooking habits and design of kitchen interiors
- Growing health consciousness drives heightened consumer demand for air fryers
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PROSPECTS AND OPPORTUNITIES

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Brands enhance their focus on wet and dry format to better cater for Indian households

Smart robotic vacuum cleaners attract greater consumer interest in India

PROSPECTS AND OPPORTUNITIES

Despite e-commerce’s strength, appliances and electronics specialists will become increasingly important to driving future sales

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