



# Air Conditioners in India

February 2026

Table of Contents

## Air Conditioners in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Record heatwaves and urbanisation drive significant growth and innovation in air conditioners

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Energy efficiency drives value growth in air conditioners

Chart 2 - LG Upgrades ThinQ App with Enhanced Energy Manager Feature to Empower Indian Consumers

Split air conditioners dominates and drives growth

Smart features drive premiumisation

Chart 3 - Blue Star Launches India's Largest Smart Air Conditioner Portfolio with AI Features and Voice Assistant

Eco-friendly developments, including from Carrier Midea and Samsung, have an impact

Chart 4 - Samsung's 2025 Bespoke AI WindFree ACs Redefine Eco-Friendly Climate Control for India

#### WHAT'S NEXT?

Companies invest in circular economy, which could hamper growth in the primary market

Digital commerce expected to shape air conditioners

Localisation trend will lead to higher local manufacturing capacity

#### COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation

#### CHANNELS

Appliances and electronics specialists leads as advice is important

Retail e-commerce continues to gain traction

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## [Consumer Appliances in India - Industry Overview](#)

### EXECUTIVE SUMMARY

Robust economic drivers and technology fuel significant expansion for consumer appliances

### KEY DATA FINDINGS

Chart 5 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Rising incomes drive volume and particularly value growth as premiumisation advances

Chart 6 - Haier Appliances India Launches Premium Smart Home Solutions

Small cooking appliances leads sales, but air conditioners is dynamic due to climate change

Convenience and customisation contribute to growth

Chart 7 - Samsung Launches 2025 Bespoke AI Appliance Range

Consumers shift to intelligent, connected consumer appliances to meet their needs

Chart 8 - Godrej Launches New Range of AI-Powered Front-Load Washing Machines

#### WHAT'S NEXT?

Dynamism expected to continue as incomes rise and time-saving appliances are demanded

Premiumisation and technology set to drive growth

Chart 9 - Analyst Insight

Retail e-commerce expected to gain share, although offline retail will also remain important

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

A fragmented competitive landscape with players differentiating through innovation  
Smart product launches tailored to Indian consumers and retail reach used to differentiate  
Opportunities for businesses in premium and smart appliances

## CHANNELS

Omnichannel strategies drive sales of major appliances

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in India 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in India 2025

Chart 14 - Consumer Landscape in India 2025

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## SOURCES

Summary 1 - Research Sources

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