



Passport

Food Preparation Appliances in India

Euromonitor International

February 2024

This sample report is for illustration
purposes only.

Some content and data have been
changed.

To purchase a full version, please visit
www.euromonitor.com

LIST OF CONTENTS AND TABLES

Food Preparation Appliances in India - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2023 DEVELOPMENTS.....	1
Muted growth in 2023 due to inflationary pressures	1
Bajaj electricals retains lead of food preparation appliances in 2023.....	1
Greater convenience and time-saving benefits key reasons for purchase.....	2
PROSPECTS AND OPPORTUNITIES.....	2
Demand set to recover by 2025 as economic situation improves	2
Consumers to increasingly upgrade from basic models to premium appliances	2
Rising number of consumers expected to embrace e-commerce for its convenience	3
CATEGORY DATA.....	3
Table 1 Sales of Food Preparation Appliances by Category: Volume 2018-2023	3
Table 2 Sales of Food Preparation Appliances by Category: Value 2018-2023.....	3
Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023	4
Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023.....	4
Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023.....	4
Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023	5
Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023.....	6
Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028	6
Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028	7
Table 10 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028	7
Table 11 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028	7
Consumer Appliances in India - Industry Overview	9
EXECUTIVE SUMMARY	9
Consumer appliances in 2023: The big picture.....	9
2023 key trends	9
Competitive landscape	10
Retailing developments	10
What next for consumer appliances?.....	11
MARKET INDICATORS	11
Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024.....	11
Table 13 Replacement Cycles of Consumer Appliances by Category 2018-2024	12
MARKET DATA.....	14
Table 14 Sales of Consumer Appliances by Category: Volume 2018-2023.....	14

Table 15	Sales of Consumer Appliances by Category: Value 2018-2023.....	14
Table 16	Sales of Consumer Appliances by Category: % Volume Growth 2018-2023.....	14
Table 17	Sales of Consumer Appliances by Category: % Value Growth 2018-2023.....	14
Table 18	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023.....	14
Table 19	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023.....	16
Table 20	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023.....	17
Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023.....	18
Table 22	Sales of Small Appliances by Category: Volume 2018-2023.....	19
Table 23	Sales of Small Appliances by Category: Value 2018-2023.....	19
Table 24	Sales of Small Appliances by Category: % Volume Growth 2018-2023.....	20
Table 25	Sales of Small Appliances by Category: % Value Growth 2018-2023.....	20
Table 26	NBO Company Shares of Major Appliances: % Volume 2019-2023.....	20
Table 27	LBN Brand Shares of Major Appliances: % Volume 2020-2023.....	21
Table 28	NBO Company Shares of Small Appliances: % Volume 2019-2023.....	22
Table 29	LBN Brand Shares of Small Appliances: % Volume 2020-2023.....	23
Table 30	Distribution of Major Appliances by Format: % Volume 2018-2023.....	24
Table 31	Distribution of Small Appliances by Format: % Volume 2018-2023.....	24
Table 32	Forecast Sales of Consumer Appliances by Category: Volume 2023-2028.....	25
Table 33	Forecast Sales of Consumer Appliances by Category: Value 2023-2028.....	25
Table 34	Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028.....	26
Table 35	Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028.....	26
Table 36	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028.....	26
Table 37	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028.....	27
Table 38	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028.....	29
Table 39	Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028.....	30
Table 40	Forecast Sales of Small Appliances by Category: Volume 2023-2028.....	31
Table 41	Forecast Sales of Small Appliances by Category: Value 2023-2028.....	31
Table 42	Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028.....	31
Table 43	Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028.....	32
DISCLAIMER		32
SOURCES.....		32
Summary 1	Research Sources.....	32

FOOD PREPARATION APPLIANCES IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

Content removed from sample

2023 DEVELOPMENTS

Muted growth in 2023 due to inflationary pressures

Content removed from sample

Bajaj electricals retains lead of food preparation appliances in 2023

Content removed from sample

Greater convenience and time-saving benefits key reasons for purchase

Content removed from sample

PROSPECTS AND OPPORTUNITIES

Demand set to recover by 2025 as economic situation improves

Content removed from sample

Consumers to increasingly upgrade from basic models to premium appliances

Content removed from sample

Rising number of consumers expected to embrace e-commerce for its convenience

Content removed from sample

CATEGORY DATA

Table 1 Sales of Food Preparation Appliances by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Food Preparation Appliances	Data removed from sample					
- Blenders						
- Food Processors						
- Juice Extractors						
-- Centrifugal Juicers						
-- Slow Juicers						
- Mixers						
- Other Food Preparation Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes mincers, food slicers and other food preparation items

Table 2 Sales of Food Preparation Appliances by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Food Preparation Appliances	Data removed from sample					
- Blenders						
- Food Processors						
- Juice Extractors						
-- Centrifugal Juicers						
-- Slow Juicers						
- Mixers						
- Other Food Preparation Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes mincers, food slicers and other food preparation items

Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Food Preparation Appliances	Data removed from sample		
- Blenders			
- Food Processors			
- Juice Extractors			
-- Centrifugal Juicers			
-- Slow Juicers			
- Mixers			
- Other Food Preparation Appliances			
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources		
Note:	Others includes mincers, food slicers and other food preparation items		

Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Food Preparation Appliances	Data removed from sample		
- Blenders			
- Food Processors			
- Juice Extractors			
-- Centrifugal Juicers			
-- Slow Juicers			
- Mixers			
- Other Food Preparation Appliances			
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources		
Note:	Others includes mincers, food slicers and other food preparation items		

Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
---- Department Stores						
---- Variety Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Non-retail channels						
- Builder Merchants and Construction						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Food Preparation Appliances	Data removed from sample					
- Blenders						
- Food Processors						
- Juice Extractors						
-- Centrifugal Juicers						
-- Slow Juicers						
- Mixers						

- Other Food
Preparation Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Other includes mincers, food slicers and other food preparation items

Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

Food Preparation
Appliances
- Blenders
- Food Processors
- Juice Extractors
-- Centrifugal Juicers
-- Slow Juicers
- Mixers
- Other Food
Preparation Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Other includes mincers, food slicers and other food preparation items

Table 10 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

Food Preparation Appliances
- Blenders
- Food Processors
- Juice Extractors
-- Centrifugal Juicers
-- Slow Juicers
- Mixers
- Other Food Preparation Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Other includes mincers, food slicers and other food preparation items

Table 11 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

Food Preparation Appliances
- Blenders
- Food Processors
- Juice Extractors
-- Centrifugal Juicers
-- Slow Juicers
- Mixers

Data removed from sample

- Other Food Preparation Appliances

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Other includes mincers, food slicers and other food preparation items

CONSUMER APPLIANCES IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

Content removed from sample

2023 key trends

Content removed from sample

Content removed from sample

Competitive landscape

Content removed from sample

Retailing developments

Content removed from sample

Content removed from sample

What next for consumer appliances?

Content removed from sample

MARKET INDICATORS

Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

% households	2018	2019	2020	2021	2022	2023
Dishwashers	Data removed from sample					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Semi-Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
Microwaves						
Electric Wine Coolers/ Chillers						
Freezers						
Fridge Freezers						
Fridges						
Portable Room Air Conditioners						

Split Air Conditioners
 Window Air Conditioners
 Cooling Fans
 Food Preparation
 Appliances
 Heating Appliances
 Irons
 Body Shavers
 Hair Care Appliances
 Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners
 Robotic Vacuum Cleaners

Data removed from sample

2024

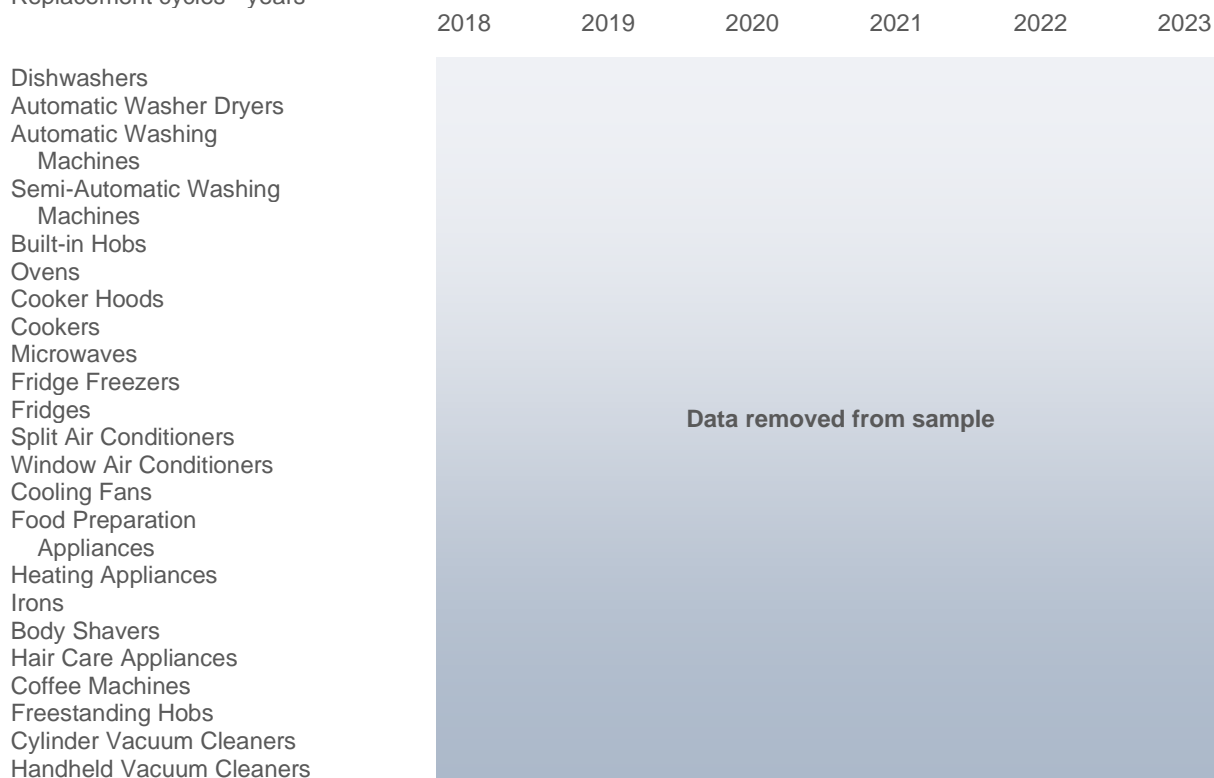
Dishwashers
 Automatic Dryers
 Automatic Washer Dryers
 Automatic Washing
 Machines
 Semi-Automatic Washing
 Machines
 Built-in Hobs
 Ovens
 Cooker Hoods
 Cookers
 Range Cookers
 Microwaves
 Electric Wine Coolers/
 Chillers
 Freezers
 Fridge Freezers
 Fridges
 Portable Room Air
 Conditioners
 Split Air Conditioners
 Window Air Conditioners
 Cooling Fans
 Food Preparation
 Appliances
 Heating Appliances
 Irons
 Body Shavers
 Hair Care Appliances
 Coffee Machines
 Freestanding Hobs
 Cylinder Vacuum Cleaners
 Handheld Vacuum Cleaners
 Stick Vacuum Cleaners
 Upright Vacuum Cleaners
 Robotic Vacuum Cleaners

Data removed from
sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 13 Replacement Cycles of Consumer Appliances by Category 2018-2024

Replacement cycles - years



2024



Source: Euromonitor International from official statistics, trade associations, trade interviews

MARKET DATA

Table 14 Sales of Consumer Appliances by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Consumer Appliances	Data removed from sample					
Major Appliances						
Small Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Consumer Appliances by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Consumer Appliances	Data removed from sample					
Major Appliances						
Small Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Consumer Appliances	Data removed from sample		
Major Appliances			
Small Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Consumer Appliances	Data removed from sample		
Major Appliances			
Small Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

'000 units

	2018	2019	2020	2021	2022	2023
Major Appliances						
Built-In Major Appliances						
Freestanding Major Appliances						
Dishwashers						
- Built-in Dishwashers						
- Freestanding Dishwashers						
Home Laundry Appliances						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						
- Semi-Automatic Washing Machines						
Large Cooking Appliances						
- Built-in Large Cooking Appliances						
- Freestanding Large Cooking Appliances						
- Built-in Hobs						
- Ovens						
- Cooker Hoods						
-- Built-in Cooker Hoods						
-- Freestanding Cooker Hoods						
- Cookers						
- Range Cookers						
Microwaves						
- Built-in Microwaves						
- Freestanding Microwaves						
Refrigeration Appliances						
- Built-in Refrigeration Appliances						
- Freestanding Refrigeration Appliances						
- Electric Wine Coolers/ Chillers						
-- Built-in Electric Wine Coolers/Chillers						
-- Freestanding Electric Wine Coolers/						

Data removed from sample

- Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Major Appliances	Data removed from sample					
Built-In Major Appliances						
Freestanding Major Appliances						
Dishwashers						
- Built-in Dishwashers						
- Freestanding Dishwashers						
Home Laundry Appliances						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						
- Automatic Washing Machines						
-- Built-in Automatic Washing Machines						
-- Freestanding Automatic Washing Machines						
- Semi-Automatic Washing Machines						
Large Cooking Appliances						
- Built-in Large Cooking Appliances						
- Freestanding Large Cooking Appliances						
- Built-in Hobs						

- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Microwaves
- Built-in Microwaves
- Freestanding Microwaves
- Refrigeration Appliances
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

- Major Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Dishwashers
- Built-in Dishwashers
- Freestanding Dishwashers
- Home Laundry Appliances
- Built-in Home Laundry Appliances
- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines

Data removed from sample

- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines

Large Cooking Appliances

- Built-in Large Cooking Appliances
- Freestanding Large Cooking Appliances
- Built-in Hobs
- Ovens

- Cooker Hoods

- Built-in Cooker Hoods

- Freestanding Cooker Hoods

- Cookers

- Range Cookers

Microwaves

- Built-in Microwaves

- Freestanding Microwaves

Refrigeration Appliances

- Built-in Refrigeration Appliances

- Freestanding Refrigeration Appliances

- Electric Wine Coolers/Chillers

- Built-in Electric Wine Coolers/Chillers

- Freestanding Electric Wine Coolers/Chillers

- Freezers

- Built-in Freezers

- Freestanding Freezers

- Fridge Freezers

- Built-in Fridge Freezers

- Freestanding Fridge Freezers

- Fridges

- Built-in Fridges

- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

% current value growth

2022/23

2018-23 CAGR

2018/23 Total

Major Appliances

Built-In Major Appliances

Freestanding Major Appliances

Dishwashers

- Built-in Dishwashers

- Freestanding Dishwashers

Home Laundry Appliances

- Built-in Home Laundry Appliances

- Freestanding Home Laundry Appliances

- Automatic Dryers

- Built-in Automatic Dryers

- Freestanding Automatic Dryers

- Automatic Washer Dryers

- Built-in Automatic Washer Dryers

- Freestanding Automatic Washer Dryers

- Automatic Washing Machines

- Built-in Automatic Washing Machines

- Freestanding Automatic Washing Machines

- Semi-Automatic Washing Machines

Large Cooking Appliances

Data removed from sample

- Built-in Large Cooking Appliances
- Freestanding Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Microwaves
 - Built-in Microwaves
 - Freestanding Microwaves
- Refrigeration Appliances
 - Built-in Refrigeration Appliances
 - Freestanding Refrigeration Appliances
 - Electric Wine Coolers/Chillers
 - Built-in Electric Wine Coolers/Chillers
 - Freestanding Electric Wine Coolers/Chillers
- Freezers
 - Built-in Freezers
 - Freestanding Freezers
- Fridge Freezers
 - Built-in Fridge Freezers
 - Freestanding Fridge Freezers
- Fridges
 - Built-in Fridges
 - Freestanding Fridges

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Sales of Small Appliances by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Small Appliances	Data removed from sample					
Air Treatment Products						
Food Preparation Appliances						
Heating Appliances						
Irons						
Personal Care Appliances						
Small Cooking Appliances						
Vacuum Cleaners						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Sales of Small Appliances by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Small Appliances	Data removed from sample					
Air Treatment Products						
Food Preparation Appliances						
Heating Appliances						

Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 Sales of Small Appliances by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Small Appliances
Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Sales of Small Appliances by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Small Appliances
Air Treatment Products
Food Preparation Appliances
Heating Appliances
Irons
Personal Care Appliances
Small Cooking Appliances
Vacuum Cleaners

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 NBO Company Shares of Major Appliances: % Volume 2019-2023

% retail volume

Company

2019

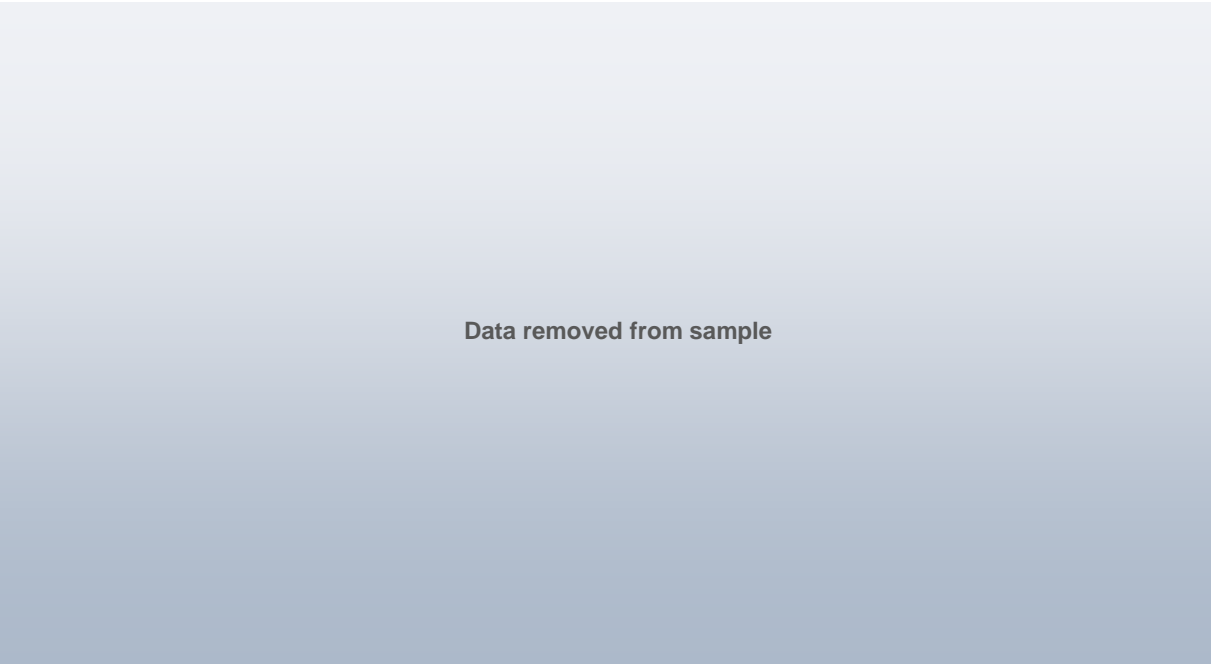
2020

2021

2022

2023

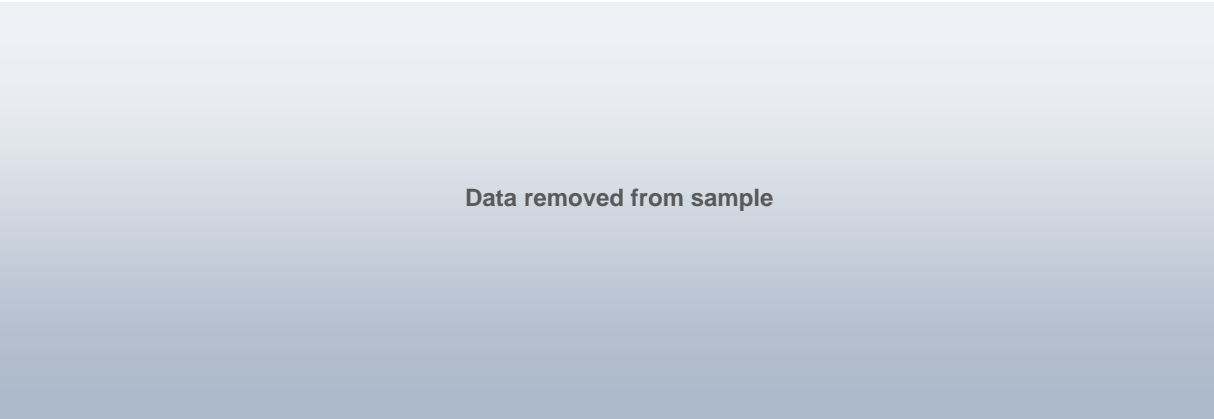
Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 LBN Brand Shares of Major Appliances: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 NBO Company Shares of Small Appliances: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 LBN Brand Shares of Small Appliances: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 30 Distribution of Major Appliances by Format: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
---- Department Stores						
---- Variety Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Non-retail channels						
- Builder Merchants and Construction						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 31 Distribution of Small Appliances by Format: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						

--- Convenience Retail
 --- Supermarkets
 --- Hypermarkets
 --- Discounters
 --- Warehouse Clubs
 --- Food/drink/tobacco specialists
 --- Small Local Grocers
 -- Non-Grocery Retailers
 --- General Merchandise Stores
 ---- Department Stores
 ---- Variety Stores
 --- Apparel and Footwear Specialists
 --- Appliances and Electronics Specialists
 --- Home Products Specialists
 --- Health and Beauty Specialists
 --- Leisure and Personal Goods Specialists
 --- Other Non-Grocery Retailers
 -- Vending
 -- Direct Selling
 - Retail E-Commerce
 Non-retail channels
 - Builder Merchants and Construction
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Others includes sales from door to door selling, warehouse clubs etc

Table 32 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

'000 units

	2023	2024	2025	2026	2027	2028
Consumer Appliances	Data removed from sample					
Major Appliances						
Small Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 33 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

INR million

	2023	2024	2025	2026	2027	2028
Consumer Appliances	Data removed from sample					
Major Appliances						
Small Appliances						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 34 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Consumer Appliances	Data removed from sample		
Major Appliances			
Small Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 35 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Consumer Appliances	Data removed from sample		
Major Appliances			
Small Appliances			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 36 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Major Appliances	Data removed from sample					
Built-In Major Appliances						
Freestanding Major Appliances						
Dishwashers						
- Built-in Dishwashers						
- Freestanding Dishwashers						
Home Laundry Appliances						
- Built-in Home Laundry Appliances						
- Freestanding Home Laundry Appliances						
- Automatic Dryers						
-- Built-in Automatic Dryers						
-- Freestanding Automatic Dryers						
- Automatic Washer Dryers						
-- Built-in Automatic Washer Dryers						
-- Freestanding Automatic Washer Dryers						

- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Large Cooking Appliances
- Built-in Large Cooking Appliances
- Freestanding Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers
- Microwaves
- Built-in Microwaves
- Freestanding Microwaves
- Refrigeration Appliances
- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers
- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

Major Appliances
Built-In Major Appliances

Data removed from sample

Freestanding Major Appliances

Dishwashers

- Built-in Dishwashers
- Freestanding Dishwashers

Home Laundry Appliances

- Built-in Home Laundry Appliances
- Freestanding Home Laundry Appliances
- Automatic Dryers
- Built-in Automatic Dryers
- Freestanding Automatic Dryers
- Automatic Washer Dryers
- Built-in Automatic Washer Dryers
- Freestanding Automatic Washer Dryers
- Automatic Washing Machines
- Built-in Automatic Washing Machines
- Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines

Large Cooking Appliances

- Built-in Large Cooking Appliances
- Freestanding Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
- Built-in Cooker Hoods
- Freestanding Cooker Hoods
- Cookers
- Range Cookers

Microwaves

- Built-in Microwaves
- Freestanding Microwaves

Refrigeration Appliances

- Built-in Refrigeration Appliances
- Freestanding Refrigeration Appliances
- Electric Wine Coolers/ Chillers
- Built-in Electric Wine Coolers/Chillers
- Freestanding Electric Wine Coolers/Chillers
- Freezers
- Built-in Freezers
- Freestanding Freezers

Data removed from sample

- Fridge Freezers
- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:
% Volume Growth 2023-2028**

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Major Appliances	Data removed from sample		
Built-In Major Appliances			
Freestanding Major Appliances			
Dishwashers			
- Built-in Dishwashers			
- Freestanding Dishwashers			
Home Laundry Appliances			
- Built-in Home Laundry Appliances			
- Freestanding Home Laundry Appliances			
- Automatic Dryers			
-- Built-in Automatic Dryers			
-- Freestanding Automatic Dryers			
- Automatic Washer Dryers			
-- Built-in Automatic Washer Dryers			
-- Freestanding Automatic Washer Dryers			
- Automatic Washing Machines			
-- Built-in Automatic Washing Machines			
-- Freestanding Automatic Washing Machines			
- Semi-Automatic Washing Machines			
Large Cooking Appliances			
- Built-in Large Cooking Appliances			
- Freestanding Large Cooking Appliances			
- Built-in Hobs			
- Ovens			
- Cooker Hoods			
-- Built-in Cooker Hoods			
-- Freestanding Cooker Hoods			
- Cookers			
- Range Cookers			
Microwaves			
- Built-in Microwaves			
- Freestanding Microwaves			
Refrigeration Appliances			
- Built-in Refrigeration Appliances			
- Freestanding Refrigeration Appliances			
- Electric Wine Coolers/Chillers			
-- Built-in Electric Wine Coolers/Chillers			
-- Freestanding Electric Wine Coolers/Chillers			
- Freezers			
-- Built-in Freezers			
-- Freestanding Freezers			
- Fridge Freezers			

- Built-in Fridge Freezers
- Freestanding Fridge Freezers
- Fridges
- Built-in Fridges
- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:
% Value Growth 2023-2028**

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

- Major Appliances
- Built-In Major Appliances
- Freestanding Major Appliances
- Dishwashers
 - Built-in Dishwashers
 - Freestanding Dishwashers
- Home Laundry Appliances
 - Built-in Home Laundry Appliances
 - Freestanding Home Laundry Appliances
- Automatic Dryers
 - Built-in Automatic Dryers
 - Freestanding Automatic Dryers
- Automatic Washer Dryers
 - Built-in Automatic Washer Dryers
 - Freestanding Automatic Washer Dryers
- Automatic Washing Machines
 - Built-in Automatic Washing Machines
 - Freestanding Automatic Washing Machines
- Semi-Automatic Washing Machines
- Large Cooking Appliances
 - Built-in Large Cooking Appliances
 - Freestanding Large Cooking Appliances
- Built-in Hobs
- Ovens
- Cooker Hoods
 - Built-in Cooker Hoods
 - Freestanding Cooker Hoods
- Cookers
 - Range Cookers
- Microwaves
 - Built-in Microwaves
 - Freestanding Microwaves
- Refrigeration Appliances
 - Built-in Refrigeration Appliances
 - Freestanding Refrigeration Appliances
- Electric Wine Coolers/Chillers
 - Built-in Electric Wine Coolers/Chillers
 - Freestanding Electric Wine Coolers/Chillers
- Freezers
 - Built-in Freezers
 - Freestanding Freezers
- Fridge Freezers
 - Built-in Fridge Freezers
 - Freestanding Fridge Freezers
- Fridges

Data removed from sample

-- Built-in Fridges
-- Freestanding Fridges

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 40 Forecast Sales of Small Appliances by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Small Appliances	Data removed from sample					
Air Treatment Products						
Food Preparation Appliances						
Heating Appliances						
Irons						
Personal Care Appliances						
Small Cooking Appliances						
Vacuum Cleaners						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 41 Forecast Sales of Small Appliances by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Small Appliances	Data removed from sample					
Air Treatment Products						
Food Preparation Appliances						
Heating Appliances						
Irons						
Personal Care Appliances						
Small Cooking Appliances						
Vacuum Cleaners						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 42 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Small Appliances	Data removed from sample		
Air Treatment Products			
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 43 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Small Appliances	Data removed from sample		
Air Treatment Products			
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

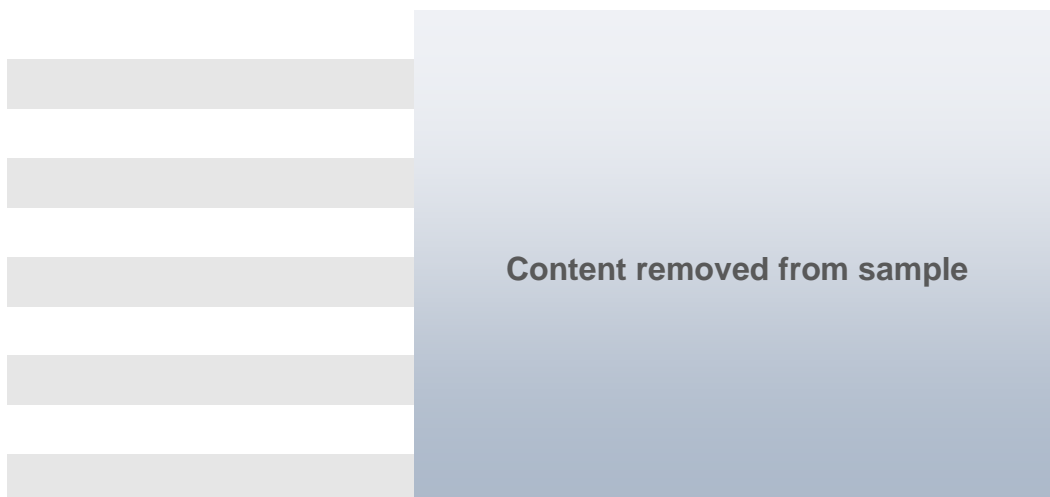
Forecast and scenario closing date: 30 October 2023
Report closing date: 12 February 2024
Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources	Content removed from sample
Trade Associations	
Trade Press	



Source: Euromonitor International