



# Passport

## Vacuum Cleaners in India

Euromonitor International

February 2024

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Some content and data have been  
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# VACUUM CLEANERS IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Growth slows due to economic uncertainty and the return of domestic help

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Wet and dry format gains popularity among indian consumers

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Robotic vacuum cleaners emerge in the indian market

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## PROSPECTS AND OPPORTUNITIES

Demand for vacuum cleaners expected to stagnate over forecast period

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Appliances and electronics specialists to remain leading channel, although e-commerce is set to record strong growth

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### CATEGORY DATA

**Table 1 Sales of Vacuum Cleaners by Category: Volume 2018-2023**

'000 units	2018	2019	2020	2021	2022	2023
Vacuum Cleaners	<b>Data removed from sample</b>					
- Standard Vacuum Cleaners						
-- Cylinder Vacuum Cleaners						
-- Handheld Vacuum Cleaners						
-- Stick Vacuum Cleaners						
-- Upright Vacuum Cleaners						
-- Steam Vacuum Cleaners						
- Robotic Vacuum Cleaners						

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

**Table 2 Sales of Vacuum Cleaners by Category: Value 2018-2023**

INR million	2018	2019	2020	2021	2022	2023
Vacuum Cleaners	<b>Data removed from sample</b>					
- Standard Vacuum Cleaners						
-- Cylinder Vacuum Cleaners						
-- Handheld Vacuum Cleaners						
-- Stick Vacuum Cleaners						
-- Upright Vacuum Cleaners						
-- Steam Vacuum Cleaners						
- Robotic Vacuum Cleaners						

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

**Table 3 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023**

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Vacuum Cleaners	<b>Data removed from sample</b>		
- Standard Vacuum Cleaners			
-- Cylinder Vacuum Cleaners			
-- Handheld Vacuum Cleaners			
-- Stick Vacuum Cleaners			
-- Upright Vacuum Cleaners			
-- Steam Vacuum Cleaners			
- Robotic Vacuum Cleaners			

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

**Table 4 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023**

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Vacuum Cleaners	<b>Data removed from sample</b>		
- Standard Vacuum Cleaners			
-- Cylinder Vacuum Cleaners			
-- Handheld Vacuum Cleaners			
-- Stick Vacuum Cleaners			
-- Upright Vacuum Cleaners			
- Steam Vacuum Cleaners			
- Robotic Vacuum Cleaners			

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

**Table 5 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023**

% retail volume Company	2019	2020	2021	2022	2023
<b>Data removed from sample</b>					

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

**Table 6 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023**

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

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

**Table 7** Distribution of Vacuum Cleaners 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 Vacuum Cleaners by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Vacuum Cleaners	Data removed from sample					
- Standard Vacuum Cleaners						
-- Cylinder Vacuum Cleaners						

-- Handheld Vacuum Cleaners	98.5	104.4	109.8	115.3	120.3	125.1
-- Stick Vacuum Cleaners	-	-	-	-	-	-
-- Upright Vacuum Cleaners	-	-	-	-	-	-
-- Steam Vacuum Cleaners	-	-	-	-	-	-
- Robotic Vacuum Cleaners	-	-	-	-	-	-

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

**Table 9 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028**

INR million	2023	2024	2025	2026	2027	2028
Vacuum Cleaners	<b>Data removed from sample</b>					
- Standard Vacuum Cleaners						
-- Cylinder Vacuum Cleaners						
-- Handheld Vacuum Cleaners						
-- Stick Vacuum Cleaners						
-- Upright Vacuum Cleaners						
-- Steam Vacuum Cleaners						
- Robotic Vacuum Cleaners						

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

**Table 10 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028**

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Vacuum Cleaners	<b>Data removed from sample</b>		
- Standard Vacuum Cleaners			
-- Cylinder Vacuum Cleaners			
-- Handheld Vacuum Cleaners			
-- Stick Vacuum Cleaners			
-- Upright Vacuum Cleaners			
-- Steam Vacuum Cleaners			
- Robotic Vacuum Cleaners			

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

**Table 11 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028**

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Vacuum Cleaners	<b>Data removed from sample</b>		
- Standard Vacuum Cleaners			
-- Cylinder Vacuum Cleaners			
-- Handheld Vacuum Cleaners			

- Stick Vacuum Cleaners
- Upright Vacuum Cleaners
- Steam Vacuum Cleaners
- Robotic Vacuum Cleaners

**Data removed from sample**

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

# CONSUMER APPLIANCES IN INDIA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

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2023 key trends

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**Competitive landscape**

**Content removed from sample**

**Retailing developments**

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What next for consumer appliances?

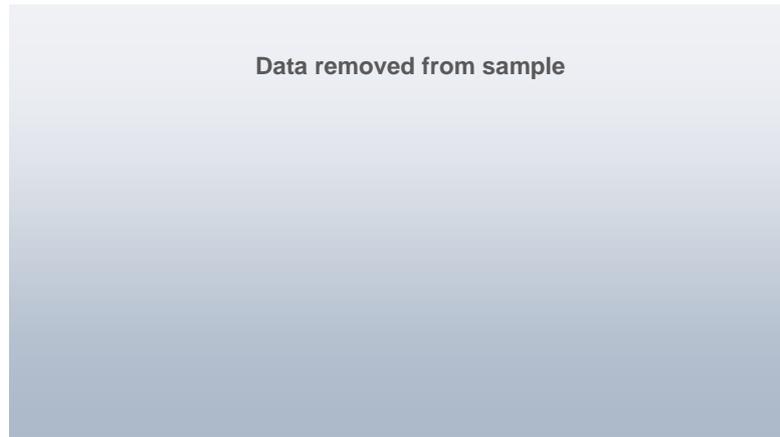
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**MARKET INDICATORS**

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

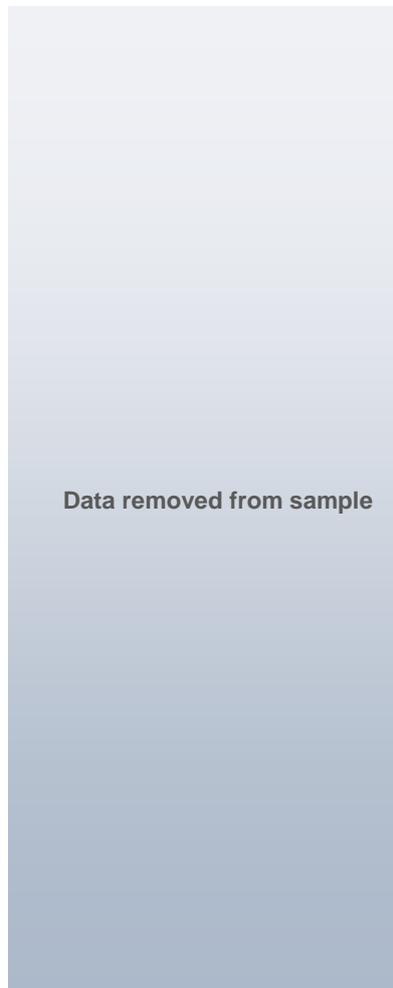
% households	2018	2019	2020	2021	2022	2023
Dishwashers	<b>Data removed from sample</b>					
Automatic Dryers						
Automatic Washer Dryers						
Automatic Washing Machines						
Semi-Automatic Washing Machines						
Built-in Hobs						
Ovens						
Cooker Hoods						
Cookers						
Range Cookers						
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



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



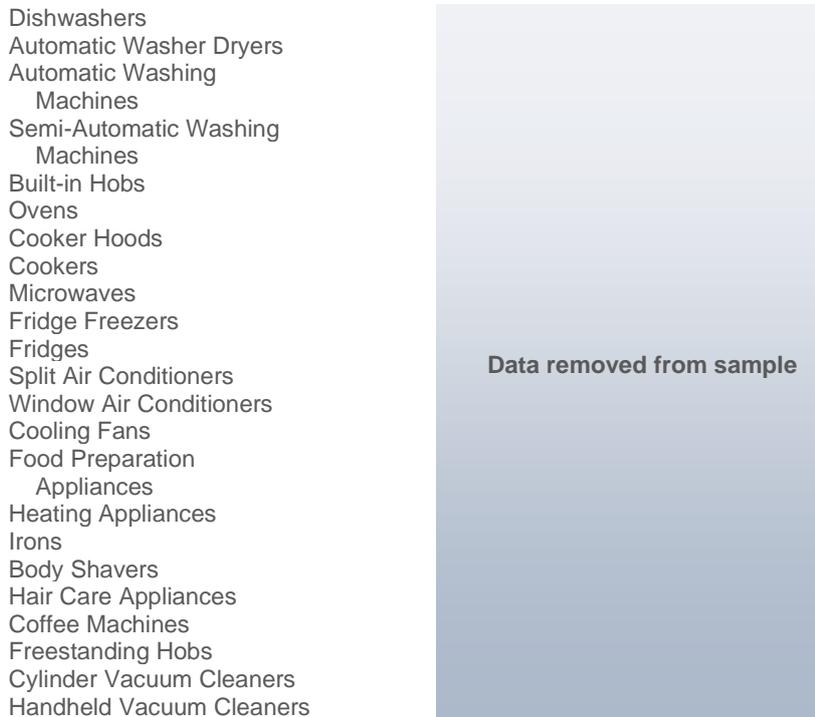
Source: Euromonitor International from official statistics, trade associations, trade interviews

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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>		
Major Appliances			
Small Appliances			

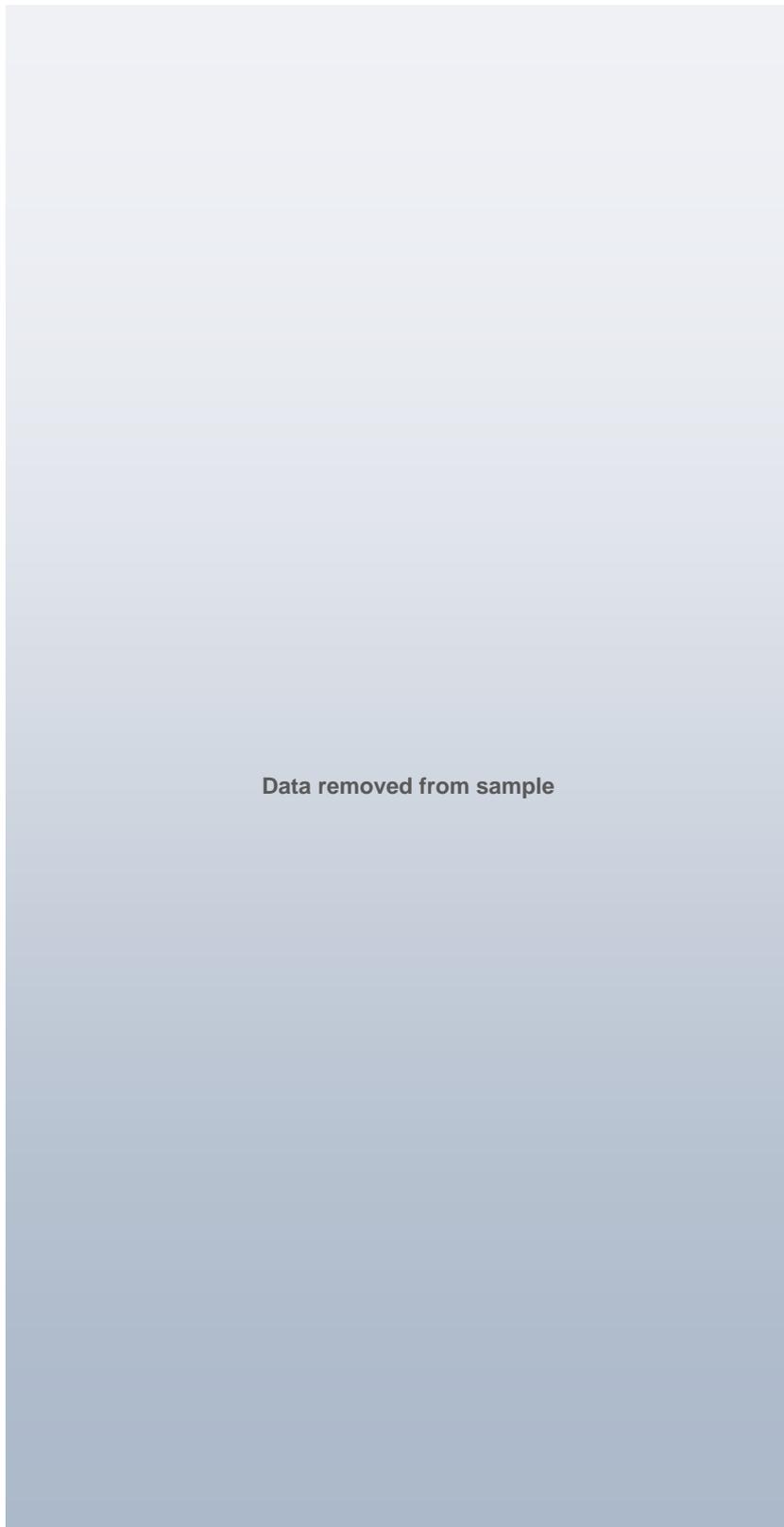
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**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/



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

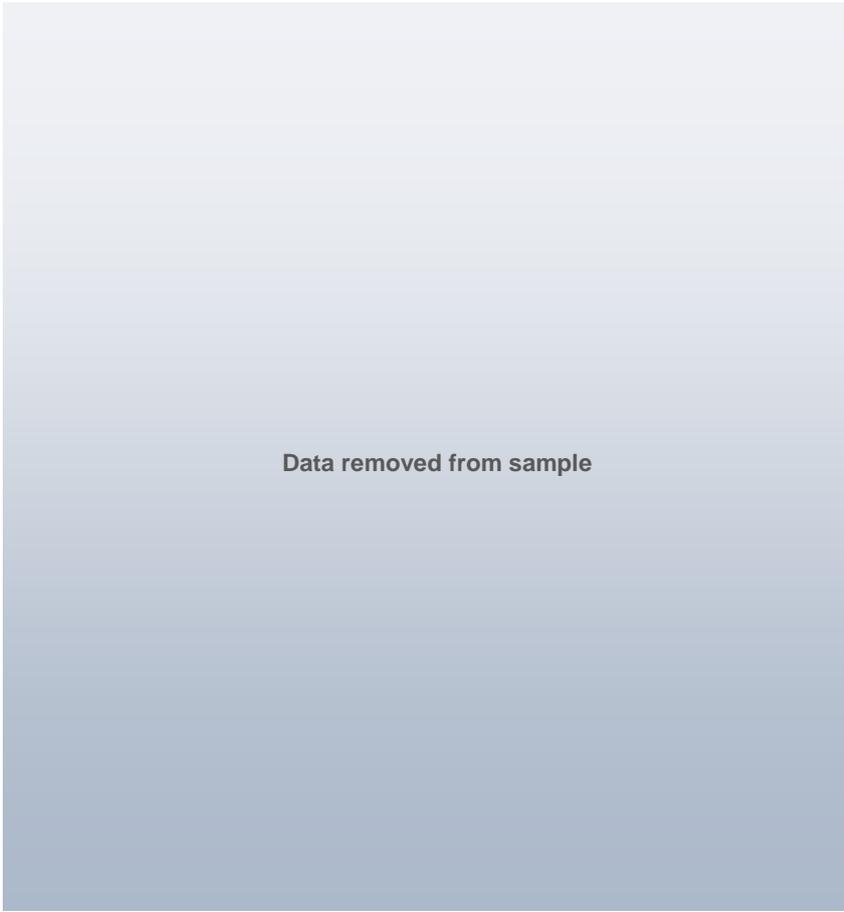


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**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



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			



- 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



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	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



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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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 25 Sales of Small Appliances by Category: % Value Growth 2018-2023**

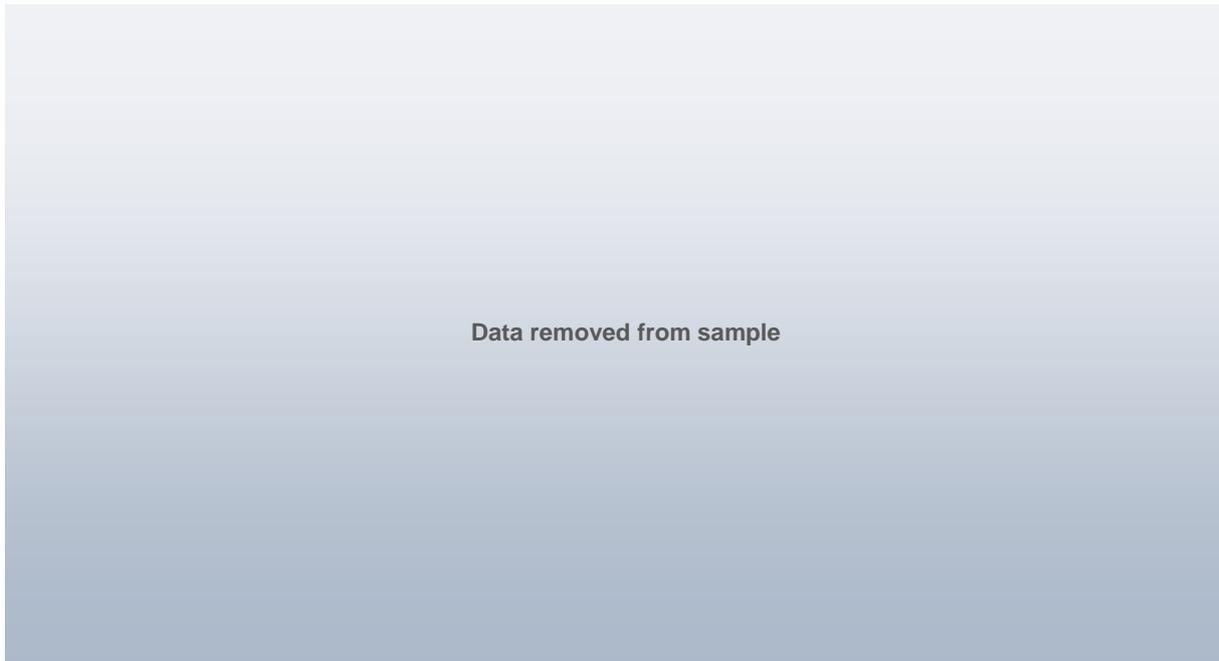
% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Small Appliances	<b>Data removed from sample</b>		
Air Treatment Products			
Food Preparation Appliances			
Heating Appliances			
Irons			
Personal Care Appliances			
Small Cooking Appliances			
Vacuum Cleaners			

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

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

% retail volume Company	2019	2020	2021	2022	2023
-------------------------	------	------	------	------	------

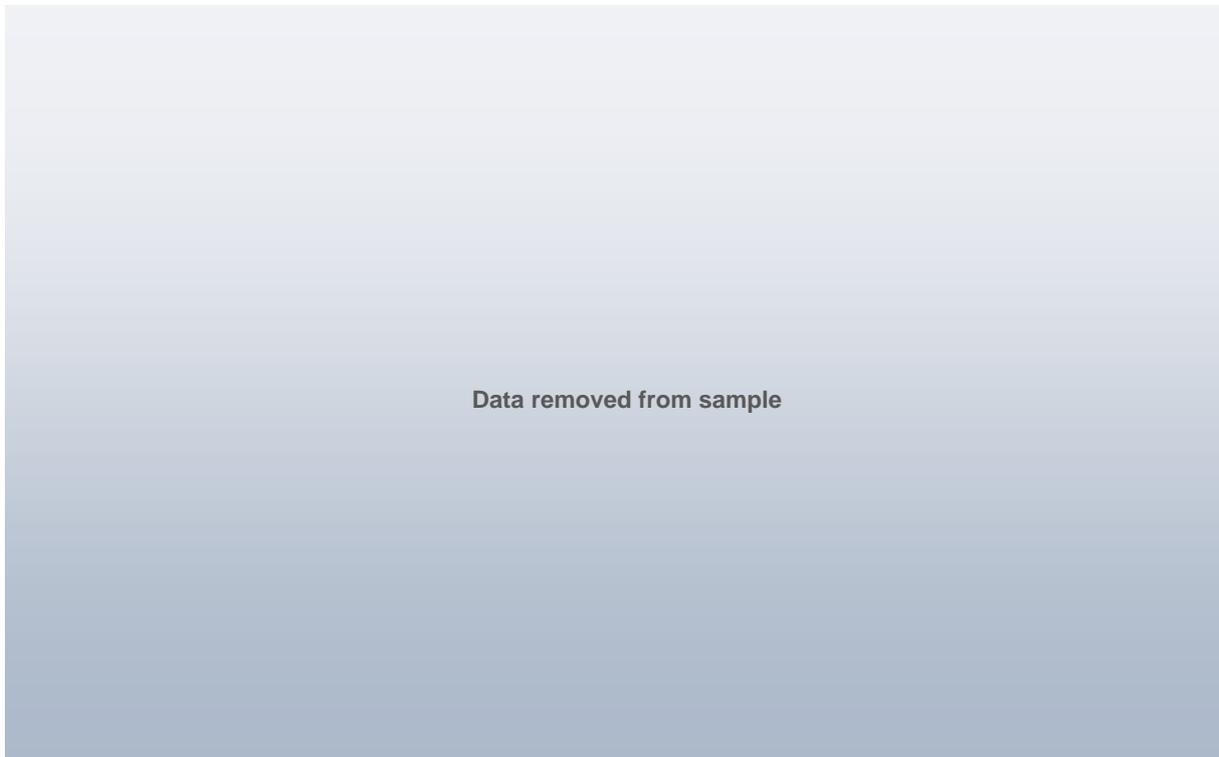
**Data removed from sample**



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
--------------------------------	---------------	------	------	------	------

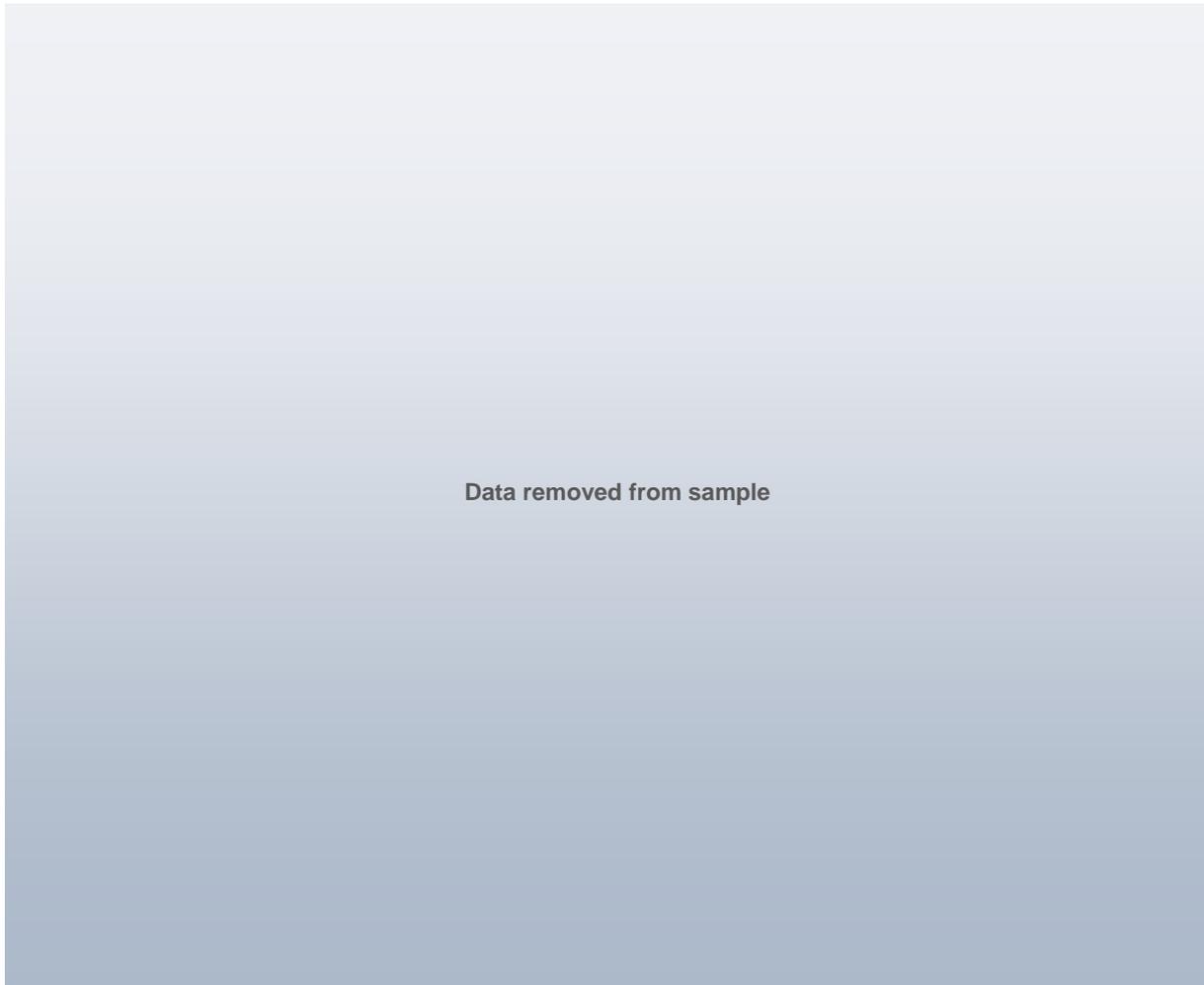




Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

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

% retail volume Company	2019	2020	2021	2022	2023
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**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
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**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	<b>Data removed from sample</b>					
- 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						

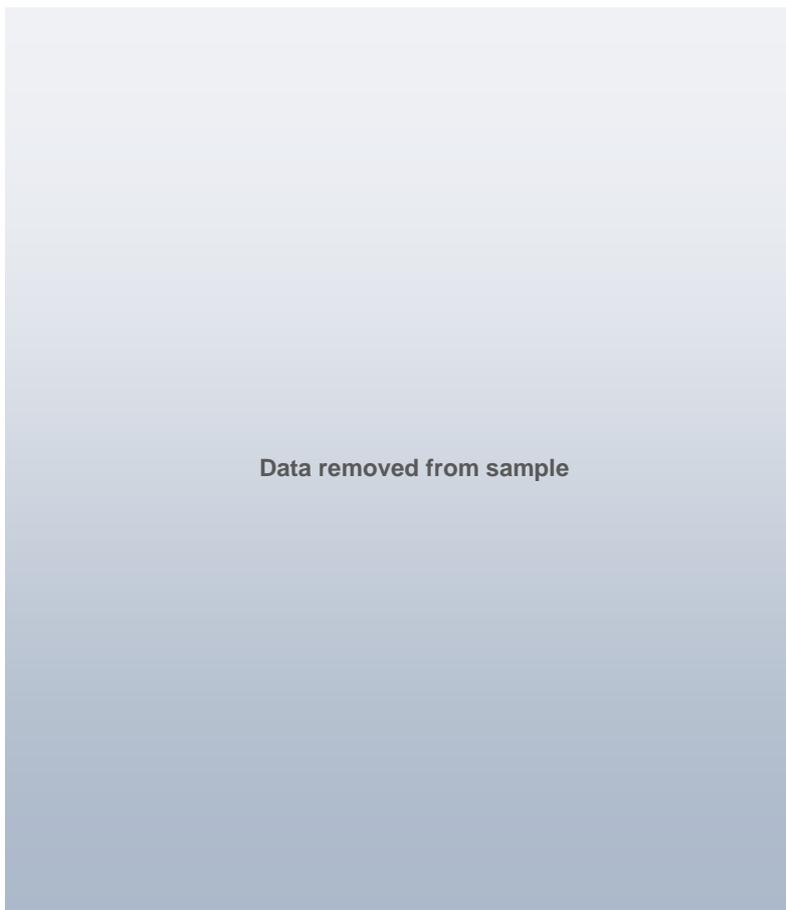
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

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	<b>Data removed from sample</b>					
- 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 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	Data removed from sample					
Small Appliances	Data removed from sample					

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	Data removed from sample					
Small Appliances	Data removed from sample					

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	<b>Data removed from sample</b>		
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**

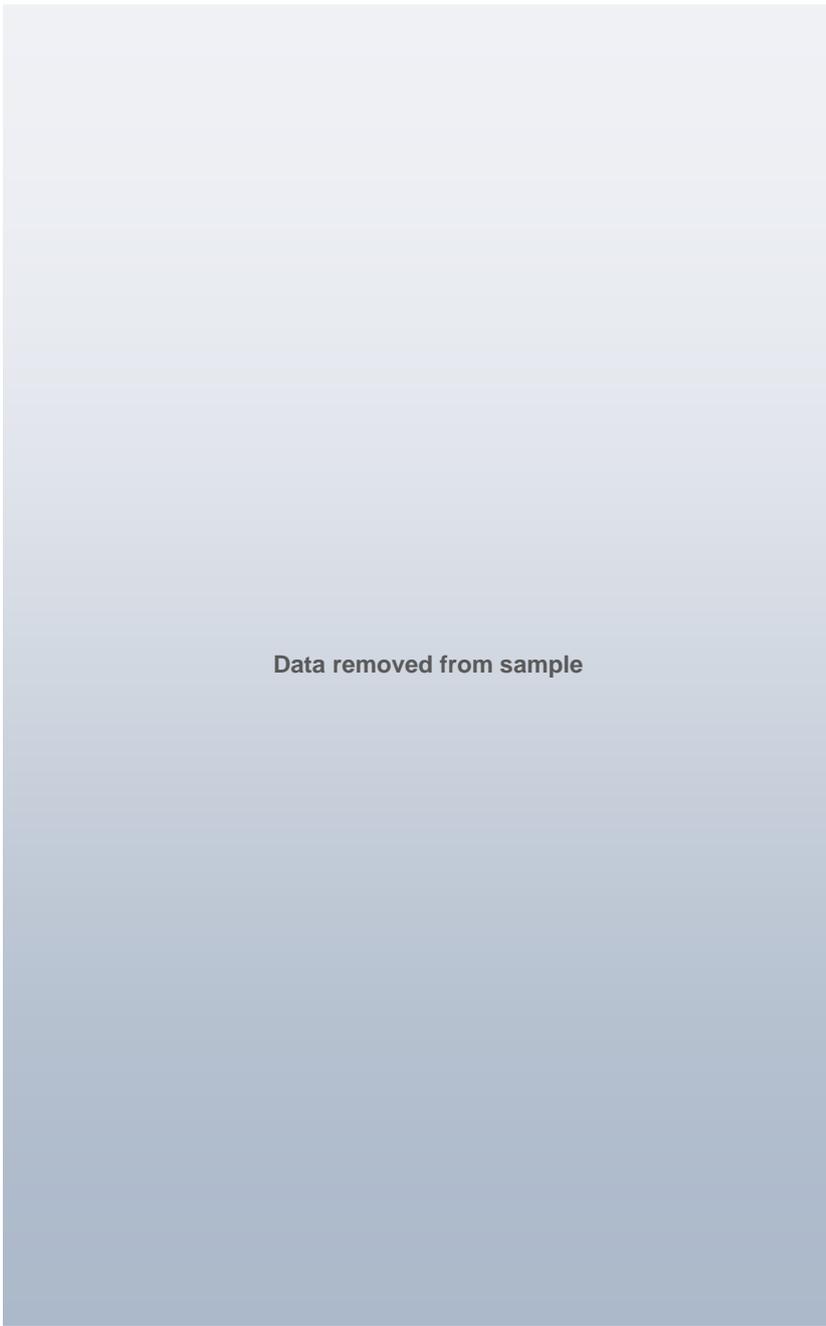
% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Consumer Appliances	<b>Data removed from sample</b>		
Major Appliances			
Small Appliances			

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	<b>Data removed from sample</b>					
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



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

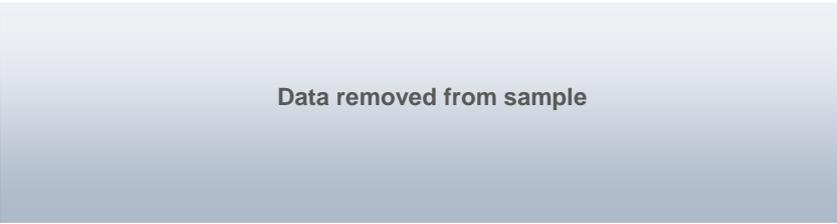
**Table 37 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028**

INR million	2023	2024	2025	2026	2027	2028
Major Appliances	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

Data removed from sample

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



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	<b>Data removed from sample</b>		
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 40 Forecast Sales of Small Appliances by Category: Volume 2023-2028**

'000 units	2023	2024	2025	2026	2027	2028
Small Appliances	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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	<b>Data removed from sample</b>		
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

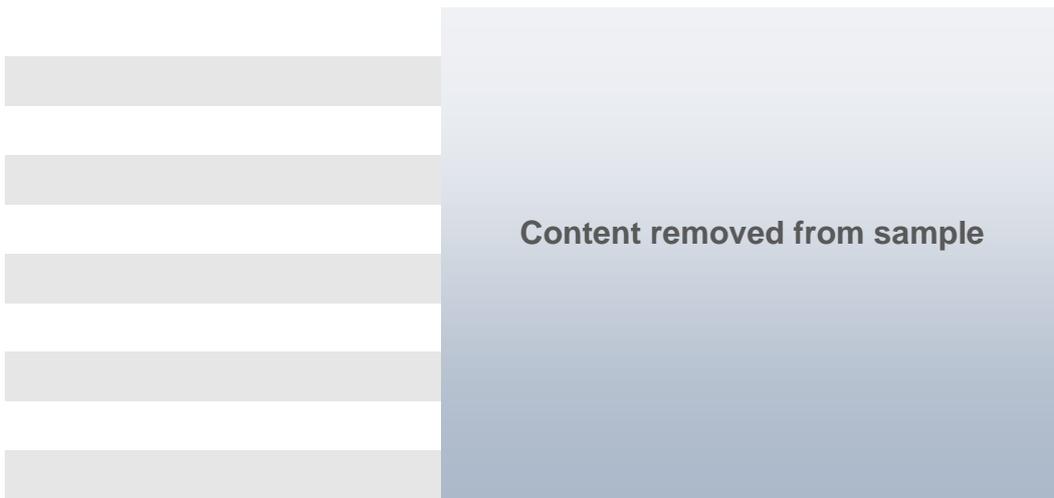
Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://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	<b>Content removed from sample</b>
Trade Associations	
Trade Press	



Source: Euromonitor International