

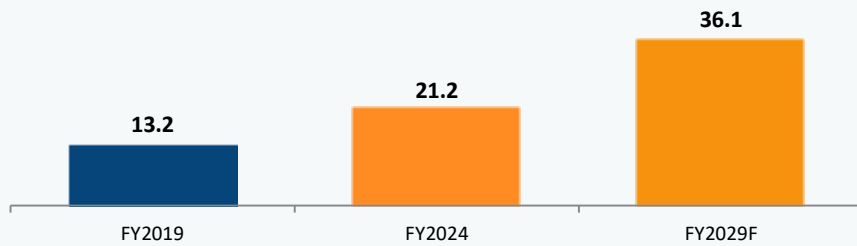


CONSUMER DURABLES



MARKET SIZE

Indian Consumer Durables Market (US\$ billion)

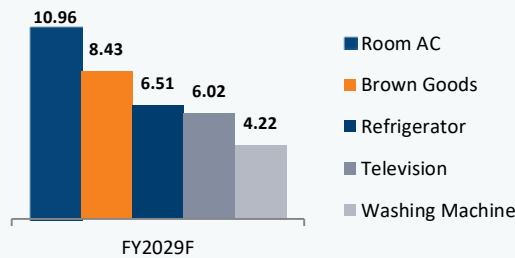


Note- F- Forecast



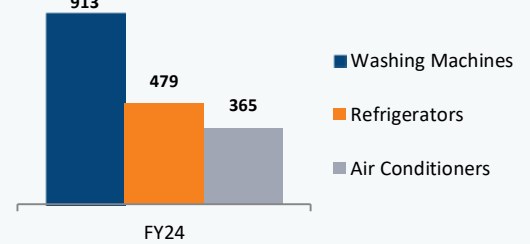
SECTOR COMPOSITION

India Consumer Durables Market Category Wise USD billion (FY2029F)



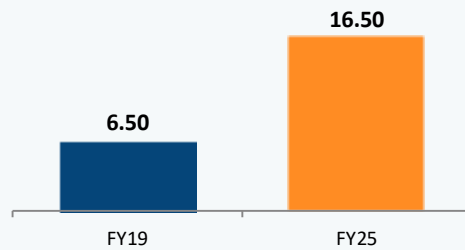
Note- F- Forecast

White Goods Market in India FY24 (US\$ billion)

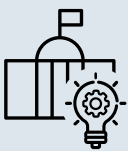
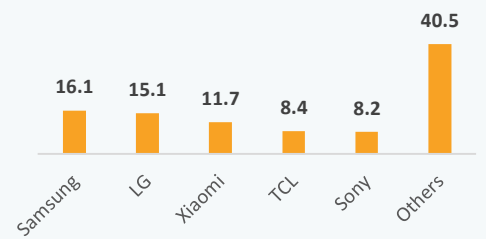


KEY TRENDS

Air Conditioners Market (million units)



India Smart TV Shipments market share in % (2024)



GOVERNMENT INITIATIVES



Make in India



Start Up India

Production-Linked Incentive (PLI) scheme

ADVANTAGE INDIA

- Growing demand:** In 2025, the revenue of the headphones market in India is estimated at Rs. 22,433 crore (US\$ 2.56 billion) and is expected to register an annual growth rate of 2.45% (CAGR 2025-30). As of October 2025, India is projected to become the fourth largest market for consumer durables by FY27, with the sector growing at an 11% CAGR. The market size is expected to reach Rs. 3 lakh crore (US\$ 33.6 billion) by FY29, driven by increasing affluence, household penetration, premiumization, and technology-driven demand for smart and energy-efficient appliances.
- Increasing Investments:** Sector contributes approximately 0.6% in 2024 to the nation's GDP and is expected to grow at a CAGR of around 11%, aiming for a market size of Rs. 3 lakh crore (US\$ 34.5 billion) by 2029. Between April 2000-December 2025, electronic goods attracted FDI inflows of Rs. 56,651.88 crore (US\$ 7,672.90 million). Haier is investing Rs. 800 crore (US\$ 93.79 million) in India to expand its air-conditioner production and start PCB manufacturing.
- Policy support:** In October 2025, the government's Production Linked Incentive (PLI) scheme for white goods (air conditioners and LED lights), with an outlay of Rs. 6,238 crore (US\$ 699.5 million). On January 23, 2026, the Government of India announced that the PLI scheme for White Goods is expected to attract investments of Rs. 11,198 crore (US\$ 1.26 billion) from 85 companies and generate cumulative production of Rs. 1,90,050 crore (US\$ 21.12 billion) over the scheme period.
- Opportunities:** The India-New Zealand FTA is expected to boost jobs, income and bilateral trade. It will enhance competitiveness and supply chains.