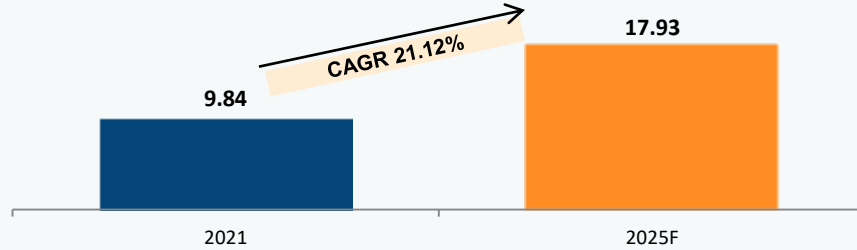


# CONSUMER DURABLES



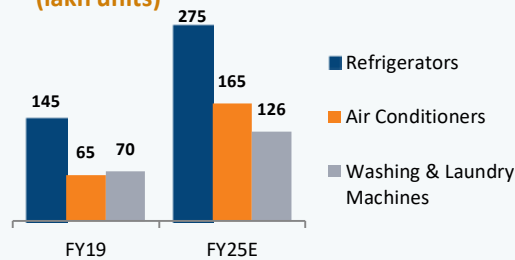
## MARKET SIZE

Indian Appliance and Consumer Electronics Industry (US\$ billion)



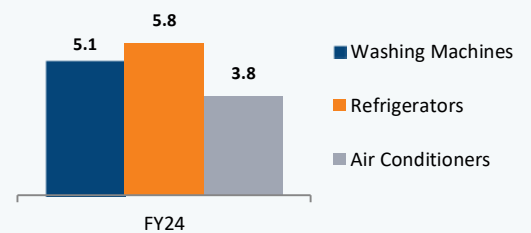
## SECTOR COMPOSITION

Production of Major White Goods (lakh units)



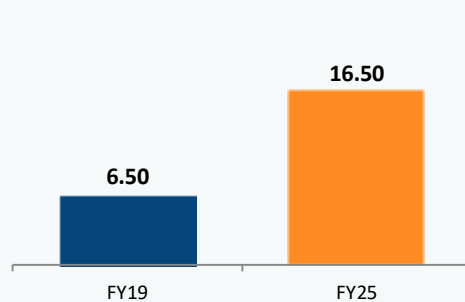
Note- E- Estimated

White Goods Market in India FY24E (US\$ billion)

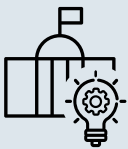
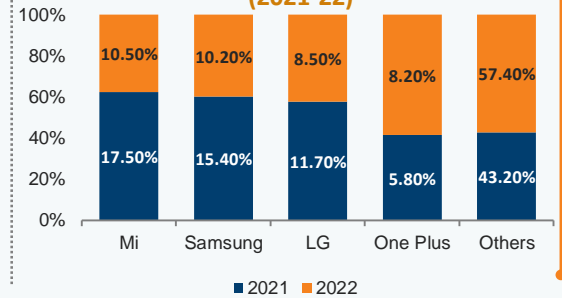


## KEY TRENDS

Air Conditioners Market (million units)



India Smart TV Shipments market share (2021-22)



## GOVERNMENT INITIATIVES



Make in India



Start Up India

Production-Linked Incentive (PLI) scheme



## ADVANTAGE INDIA

- Growing demand:** The headset market revenue in India is projected to reach US\$ 77 million by 2027 at a CAGR of 4.7%, driven by rising adoption of wireless headsets among consumers. The dishwasher market in India is expected to surpass US\$ 90 million by 2025-26, driven by rising demand from metro cities such as Mumbai, Hyderabad, Delhi and Bangalore. Average monthly spending on consumer durables soared by 72% in FY25, fuelled by a growing wave of home ownership and the demand for furnishing new homes with appliances, according to the CMS Consumption Report 2025.
- 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 2024, electronic goods attracted FDI inflows of Rs. 44,595 crore (US\$ 6.28 billion). Haier is investing Rs. 800 crore (US\$ 93.79 million) in India to expand its air-conditioner production and start PCB manufacturing.
- Policy support:** India is shifting towards local manufacturing of consumer durables due to government initiatives, rising production capabilities, and changing consumer preferences. This movement aims to reduce dependency on imports, promote economic growth, create jobs, and improve the quality and delivery of products.
- Opportunities:** Consumer electronics brands are focusing on the Indian smart wearables market. India's wearable market registered another record quarter, shipping 134 million units in CY 2023, a growth of 34 % YoY. During FY25, electronics exports reached Rs. 3,27,891 crore (US\$ 38.58 billion). With robust growth, India aims to achieve electronics manufacturing worth US\$ 300 billion in electronics exports of US\$ 120 billion by FY26.