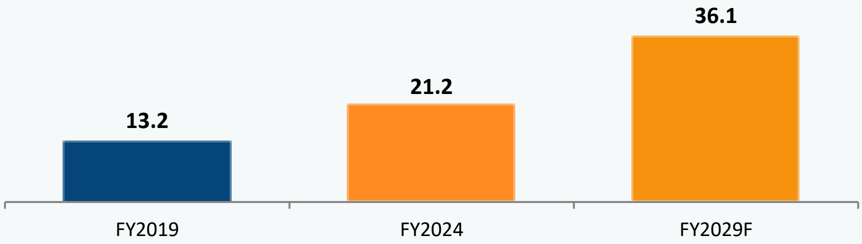
IBEF
INDIA BRAND EQUITY FOUNDATION

May 2026

CONSUMER DURABLES

MARKET SIZE

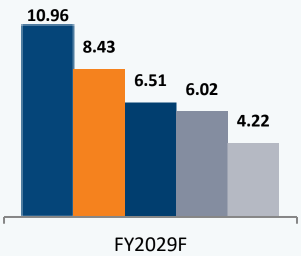
Indian Consumer Durables Market (US$ billion)



Note- F- Forecast

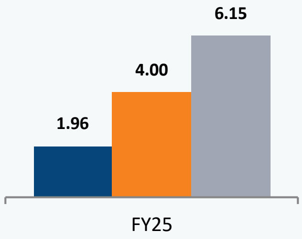
SECTOR COMPOSITION

India Consumer Durables Market Category Wise US$ billion (FY2029F)



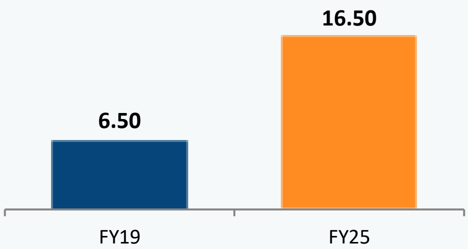
Note- F- Forecast

White Goods Market in India FY25 (US$ billion)

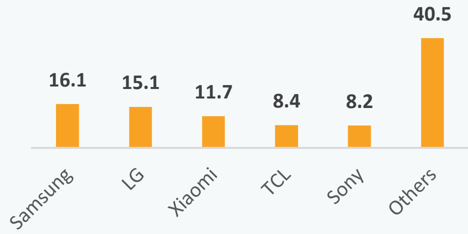


KEY TRENDS

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). 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-March 2026, electronic goods attracted FDI inflows of Rs. 59,953.71 crore (US$ 8,030.05 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 January 2026, the Government of India provisionally selected five additional companies under the fourth round of the Production-Linked Incentive (PLI) Scheme for White Goods. With this, the scheme now covers 85 companies, expected to attract investments of Rs. 11,198 crore (US$ 1.27 billion) and generate cumulative production of Rs. 1,90,050 crore (US$ 21.50 billion) over the scheme period.
- **Opportunities**: In February 2026, the Government of India increased the outlay for the Electronics Components Manufacturing Scheme (ECMS) to Rs. 40,000 crore (US$ 4.53 billion). By April 2026, the scheme had received Rs. 1.15 lakh crore (US$ 13.01 billion) in investment commitments against the initial target of Rs. 59,350 crore (US$ 6.72 billion), creating opportunities for domestic electronics manufacturing and reducing import dependence.