Consumer Durables

Market Size

Indian Appliance and Consumer Electronics Industry (US$ billion)
- 2019: 10.93
- 2025F: 21.18
CAGR: 11.1%

Electronics Hardware Production in India (US$ billion)
- FY19: 65.53
- FY20: 73.78
CAGR: 12.6%

Sector Composition

Production of Major White Goods (lakh units)
- FY19: Refrigerators 65, Air Conditioners 70, Washing & Laundry Machines 145
- FY25E: Refrigerators 275, Air Conditioners 165, Washing & Laundry Machines 126

White Goods Market in India in FY20 (US$ billion)
- Electronics: 0.86
- Domestic appliances: 2.56
- Air Conditioners: 1.80

Key Trends

Air Conditioners Market (million units)
- FY19: 6.5
- FY25: 16.5

DTH Subscriber Market (million units)
- March'20: 70.3
- June'20: 70.6

Government Initiatives

- Make in India
- #startupindia
- Production-Linked Incentive (PLI) scheme