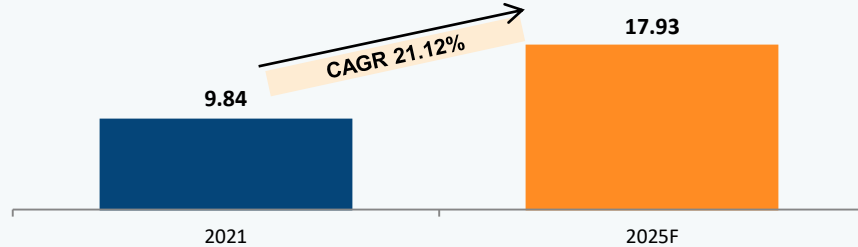


CONSUMER DURABLES



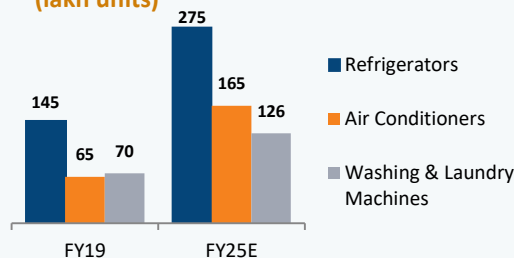
MARKET SIZE

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



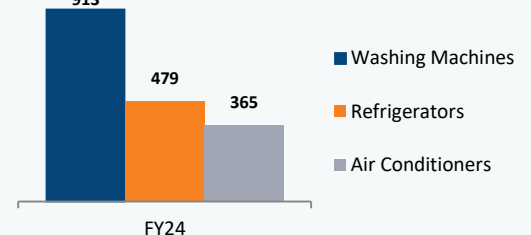
SECTOR COMPOSITION

Production of Major White Goods (lakh units)



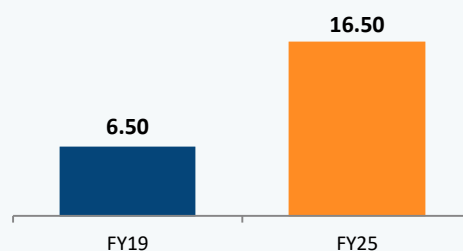
Note- E- Estimated

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

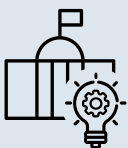
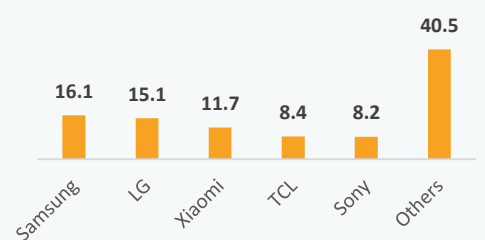


KEY TRENDS

Air Conditioners Market (million units)



India Smart TV Shipments market share in % (2024)



GOVERNMENT INITIATIVES



Make in India

#startupindia

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-June 2025, electronic goods attracted FDI inflows of Rs. 52,712 crore (US\$ 7.22 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:** 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), had 83 approved applicants investing a total of Rs. 10,400 crore (US\$ 1.17 billion). Notable companies such as Daikin, Voltas, Dixon, and Signify are expanding manufacturing under this scheme.
- Opportunities:** The festive season demand for consumer durables is boosted by the recent GST rate cuts, pent-up demand, and early festive onset. This has led to a rebound in demand in September-October 2025, although its sustainment depends on broader economic conditions and industry-specific factors.