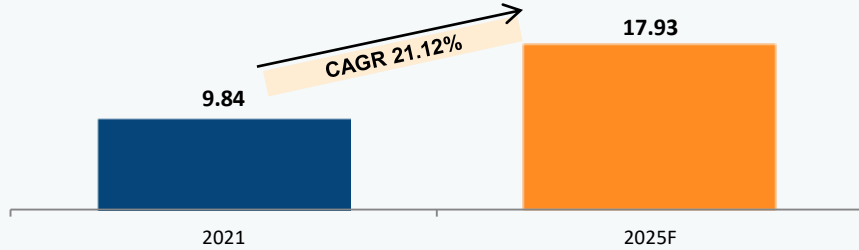


CONSUMER DURABLES



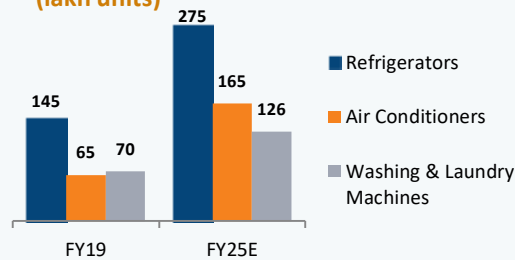
MARKET SIZE

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



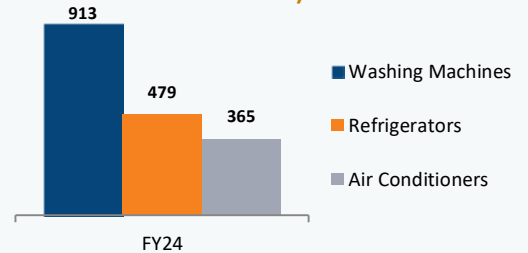
SECTOR COMPOSITION

Production of Major White Goods (lakh units)



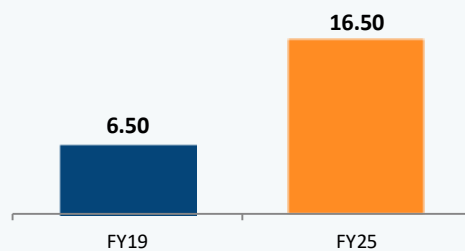
Note- E- Estimated

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

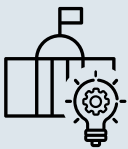
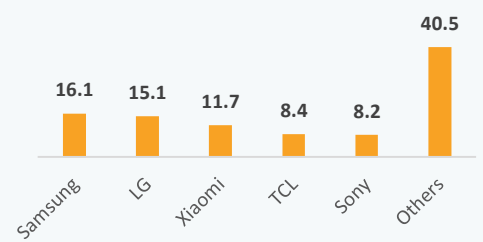


KEY TRENDS

Air Conditioners Market (million units)



India Smart TV Shipments market share in % (2024)



GOVERNMENT INITIATIVES



Make in India



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 2025-2030). As of August 2025, India's dishwasher market is valued between Rs. 596 crore (US\$ 68 million) and Rs. 745 crore (US\$ 85 million). The market is projected to expand at a CAGR of 3-12% over the next ten years, with annual sales expected to surpass 1,85,000 units by 2030.
- 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 2025, electronic goods attracted FDI inflows of Rs. 49,715 crore (US\$ 6.87 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:** 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.