

Small Cooking Appliances in India

February 2024

Table of Contents

Small Cooking Appliances in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slows in 2023, but still remains in positive territory
TTK Prestige retains lead of small cooking appliances due to established presence
E-commerce continues to gain share of distribution

PROSPECTS AND OPPORTUNITIES

Positive demand expected for small cooking appliances in the coming years
Demand for premium small cooking appliances on the rise
Light fryers and rice cookers to outperform category over the forecast period

CATEGORY DATA

Table 1 - Sales of Small Cooking Appliances by Category: Volume 2018-2023
Table 2 - Sales of Small Cooking Appliances by Category: Value 2018-2023
Table 3 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Freestanding Hobs by Format: % Volume 2018-2023
Table 6 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023
Table 7 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023
Table 8 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023
Table 9 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028
Table 10 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028
Table 11 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in India - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 13 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 14 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 15 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 16 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 17 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 18 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 23 - Sales of Small Appliances by Category: Volume 2018-2023
Table 24 - Sales of Small Appliances by Category: Value 2018-2023
Table 25 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 26 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 28 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 29 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 30 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 31 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 32 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 33 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 34 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 35 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 36 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 37 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 41 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 42 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 43 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 44 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-cooking-appliances-in-india/report.