



**Euromonitor  
International**

# Consumer Electronics in India

February 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

MARKET DATA

- Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive yet muted growth in demand for computers and peripherals  
HP continues to lead computers and peripherals in India  
Strong demand for gaming laptops in the country

PROSPECTS AND OPPORTUNITIES

Steady growth expected for computers and peripherals in the forecast period  
Local production expected to rise  
Retail e-commerce likely to continue to gain distribution share

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 - Sales of Computers by Category: Business Volume 2019-2024
- Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029  
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029  
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029  
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029  
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029  
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029  
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## In-Car Entertainment in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

In-car entertainment continues its decline, due to popularity of smartphones and pre-installed devices  
 Leading player Pioneer changes its model in India  
 Pioneer will continue to develop new products

### PROSPECTS AND OPPORTUNITIES

Inexorable decline set to continue as smartphone penetration rises  
 The penetration of 5G and pre-installed interconnected devices also set to have a negative impact on the aftermarket business  
 Demand for certain connected features set to improve going forward

### CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024  
 Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024  
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024  
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024  
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024  
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024  
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024  
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029  
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029  
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029  
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## Home Audio and Cinema in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home audio and cinema is in perpetual decline  
 Consumer preference for portable and wireless devices eat into the category's sales  
 Sony maintains its lead, but no player is able to see growth

### PROSPECTS AND OPPORTUNITIES

Launch of new technologies to hamper the performance of home audio and cinema  
 Companies offering speakers turn to premiumisation to protect their bottom line  
 Increasing share of sales likely to be through retail e-commerce

### CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024  
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024  
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024  
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024  
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024  
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024  
Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029  
Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029  
Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029  
Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## Home Video in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

LCD TVs rebounds to strong growth in 2024  
The competition intensifies amongst the top three players  
Retail e-commerce continues to gain share of distribution

#### PROSPECTS AND OPPORTUNITIES

Steady growth expected for home video  
Demand for large-screen TVs set to increase in the forecast period  
Locally manufactured, "Made in India" TVs set to rise going forward

#### CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2019-2024  
Table 54 - Sales of Home Video by Category: Value 2019-2024  
Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024  
Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024  
Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024  
Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024  
Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024  
Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024  
Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029  
Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029  
Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029  
Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029  
Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## Headphones in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Gen Z consumers continue to drive the growth of headphones through their love of True Wireless Stereo (TWS) earbuds  
While boAt currently holds the leading position in headphones, competitors are gaining ground  
Allegations of white labelling slowing the growth of several home-grown brands, including boAt

#### PROSPECTS AND OPPORTUNITIES

Despite the high base, TWS earbuds set to drive growth, but some potential for premium over-ear wireless headphones  
Driven by the expansion of quick commerce, retail e-commerce will remain the fastest-growing sales channel  
Local manufacturing expected to see huge growth in the coming years

#### CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024  
Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024  
Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024  
Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024  
Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024  
Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024  
Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029  
Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029  
Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029  
Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

## Imaging Devices in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising smartphone penetration continues to hamper sales of imaging devices  
Mirrorless cameras continue to gain popularity amongst consumers  
A stable competitive landscape in a declining category

### PROSPECTS AND OPPORTUNITIES

Imaging devices expected to continue spiralling downwards during the forecast period  
Players will need to focus on attracting the younger generation  
Unit prices expected to rise amidst developments in high-end models

### CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024  
Table 78 - Sales of Imaging Devices by Category: Value 2019-2024  
Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024  
Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024  
Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024  
Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024  
Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024  
Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029  
Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029  
Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029  
Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

## Mobile Phones in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Mobile phones witnesses growth after two years of consecutive volume decline  
An increasing number of brands launch 5G-enabled smartphones  
Retail e-commerce gains share of distribution

### PROSPECTS AND OPPORTUNITIES

Steady growth expected for smartphones  
Local manufacturing of smartphones will continue to rise  
Foldable phones likely to become more mainstream

### CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024  
Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024  
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024  
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024  
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024  
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024  
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024  
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029  
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029  
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029  
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029  
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Portable Players in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers drives growth, as portable media players and e-readers continue to decline  
High adoption of smart speakers drives growth for wireless speakers  
Amazon continues to lead thanks to its strong positions in e-readers and wireless speakers

### PROSPECTS AND OPPORTUNITIES

Changes in consumer behaviour set to negatively impact sales of e-readers  
Wireless speakers set to maintain growth due to convenience  
Retail e-commerce expected to become increasingly important and prevalent

### CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024  
Table 102 - Sales of Portable Players by Category: Value 2019-2024  
Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024  
Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024  
Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024  
Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024  
Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024  
Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029  
Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029  
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029  
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Wearable Electronics in India

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

With the rising health trend, wearable electronics witnesses strong growth  
The competition intensifies amongst the top manufacturers in wearable electronics  
Retail e-commerce remains the dominant distribution channel

### PROSPECTS AND OPPORTUNITIES

Steady growth expected for wearable electronics in the forecast period  
Activity bands continue to lose favour amongst consumers  
Local manufacturing of wearables to become more prominent

### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

## 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/consumer-electronics-in-india/report](http://www.euromonitor.com/consumer-electronics-in-india/report).