



**Euromonitor  
International**

# Appliances and Electronics Specialists in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heatwave-driven growth accelerates demand for energy-efficient cooling solutions  
Affordability and after-sales service drive customers to appliances and electronics specialists  
Circular economy initiatives are attracting customers and transforming e-waste

PROSPECTS AND OPPORTUNITIES

Direct-to-consumer exclusive stores might elevate the brand experience beyond traditional retail  
Rental options will attract young customers seeking flexibility without commitment  
Premiumisation strategy will target environmentally-conscious consumers with smart, efficient technologies and drive value growth

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Evolving consumer preferences make an omnichannel presence imperative to drive strong demand  
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