



# Passport

## Consumer Electronics in India

Euromonitor International

October 2023

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# CONSUMER ELECTRONICS IN INDIA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Consumer electronics in 2023: The big picture

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### 2023 key trends

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### Competitive landscape

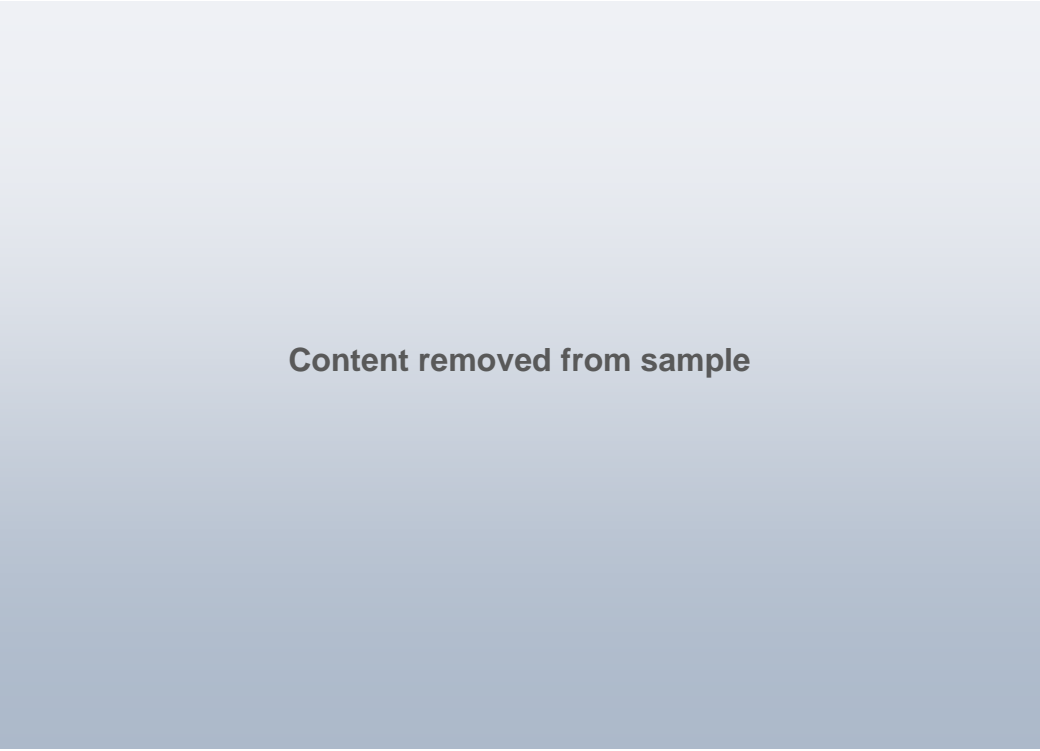
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### Retailing developments

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What next for consumer electronics?



MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					

In-Car Entertainment  
In-Home Consumer  
Electronics  
Portable Consumer  
Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2 Sales of Consumer Electronics by Category: Value 2018-2023**

INR million

2018 2019 2020 2021 2022 2023

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer  
Electronics  
Portable Consumer  
Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer Electronics  
Portable Consumer Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer Electronics  
Portable Consumer Electronics  
Consumer Electronics

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023**

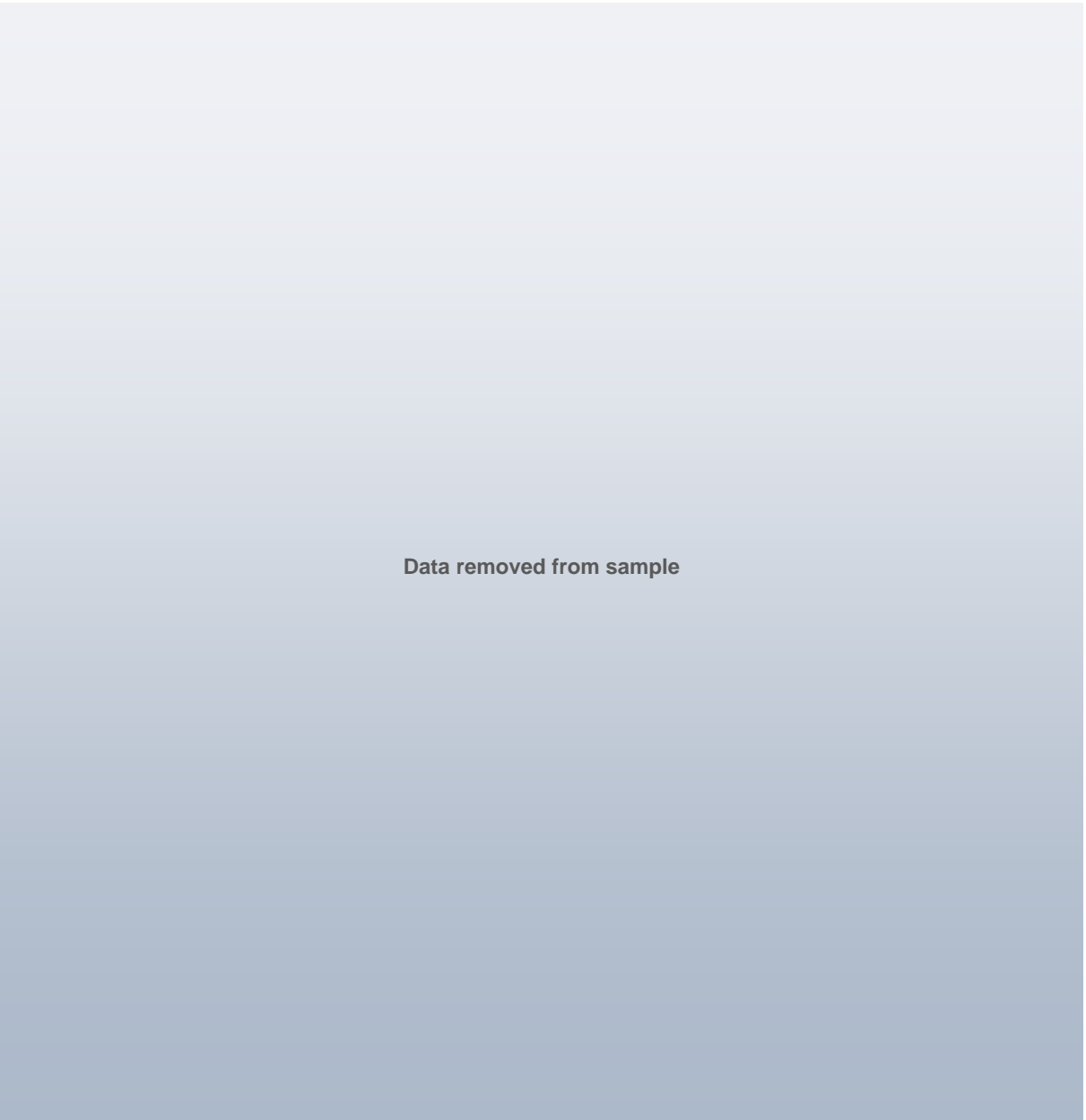
% retail volume

Company	2019	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7      Distribution of Consumer Electronics by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						

--- Discounters  
 --- Warehouse Clubs  
 --- Food/drink/tobacco specialists  
 --- Small Local Grocers  
 -- Non-Grocery Retailers  
 --- General Merchandise Stores  
 --- Apparel and Footwear Specialists  
 --- Appliances and Electronics Specialists  
 --- Home Products Specialists  
 --- Health and Beauty Specialists  
 --- Leisure and Personal Goods Specialists  
 --- Other Non-Grocery Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028**

'000 units

	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028**

INR million

	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10** Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 11** Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

Forecast and scenario closing date: 10 July 2023

Report closing date: 24 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

Sources used during research include the following:

### Summary 1 Research Sources

Official Sources

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Trade Associations

Trade Press

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Source: Euromonitor International

# COMPUTERS AND PERIPHERALS IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Inflationary pressures hinder demand for computers and peripherals

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Growing interest in e-sports drives demand for gaming laptops

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Indian government restricts imports of desktops and portable computers

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## PROSPECTS AND OPPORTUNITIES

Tablets expected to be strongest performer on the back of 5g rollout

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Launch of cheaper laptops supports category growth

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Government initiatives to boost domestic computer manufacturing

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CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						
Peripherals						
- Monitors	Data removed from sample					
- Printers						
Computers and Peripherals	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Peripherals  
 - Monitors  
 - Printers  
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Computers  
 - Desktops  
 - Portable Computers  
 -- Laptops  
 -- Tablets  
 Peripherals  
 - Monitors  
 - Printers  
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Computers  
 - Desktops  
 - Portable Computers  
 -- Laptops  
 -- Tablets  
 Peripherals  
 - Monitors  
 - Printers  
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 16 Sales of Computers by Category: Business Volume 2018-2023**

'000 units

2018 2019 2020 2021 2022 2023

Computers  
 - Desktops  
 - Portable Computers  
 -- Laptops  
 -- Tablets

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

% business volume growth	2022/23	2018-23 CAGR	2018/23 Total
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

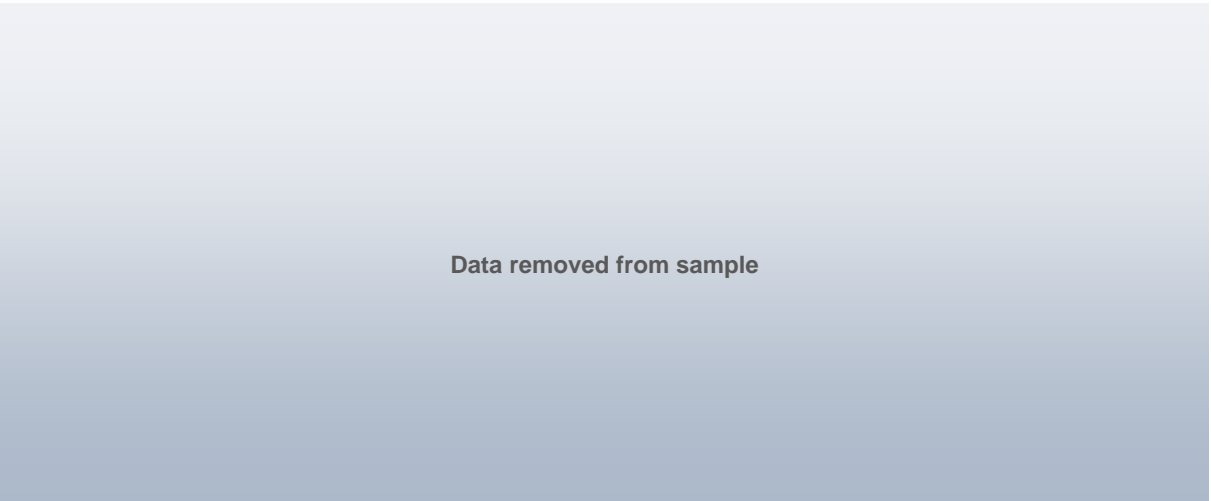
Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

% current business value growth msp	2022/23	2018-23 CAGR	2018/23 Total
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					



### Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 22** Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 23** Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						
Peripherals	Data removed from sample					
- Monitors						

- Printers  
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

Computers  
- Desktops  
- Portable Computers  
-- Laptops  
-- Tablets  
Peripherals  
- Monitors  
- Printers  
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

Computers  
- Desktops  
- Portable Computers  
-- Laptops  
-- Tablets  
Peripherals  
- Monitors  
- Printers  
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

Computers  
- Desktops  
- Portable Computers  
-- Laptops  
-- Tablets  
Peripherals  
- Monitors  
- Printers  
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028**

'000 units	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028**

INR million	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028**

% business volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers	Data removed from sample		
- Desktops			
- Portable Computers			
-- Laptops			
-- Tablets			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028**

% constant business value growth msp	2023/24	2023-28 CAGR	2023/28 Total
Computers	Data removed from sample		
- Desktops			
- Portable Computers			
-- Laptops			
-- Tablets			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# IN-CAR ENTERTAINMENT IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Demand for in-car entertainment continues to decline

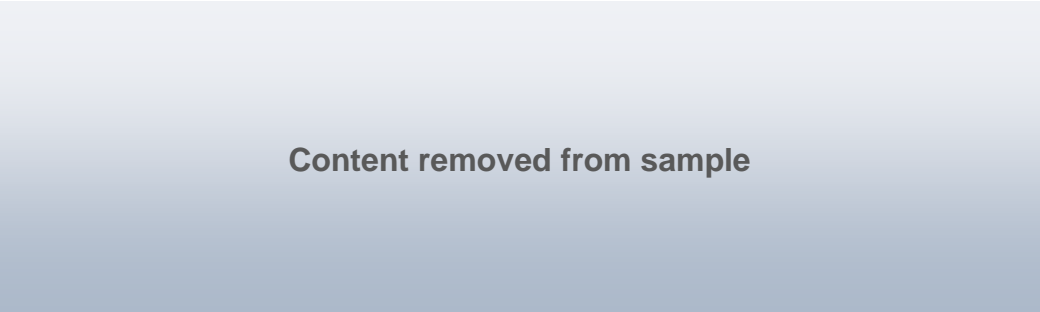
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Pioneer corp continues to lead in-car entertainment

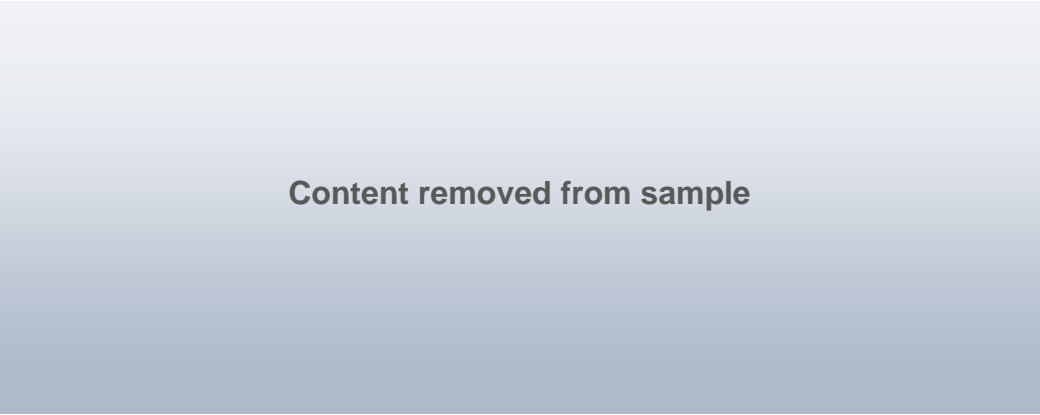
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PROSPECTS AND OPPORTUNITIES

Smartphones to further challenge sales of in-car entertainment systems



Demand for connected devices set to improve going forward



CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
In-Car Navigation	Data removed from sample					
In-Car Speakers						
In-Dash Media Players						
In-Car Entertainment						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
In-Car Navigation	Data removed from sample					
In-Car Speakers						
In-Dash Media Players						
In-Car Entertainment						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023**

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
In-Car Navigation	Data removed from sample		
In-Car Speakers			
In-Dash Media Players			
In-Car Entertainment			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023**

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
In-Car Navigation	Data removed from sample		
In-Car Speakers			
In-Dash Media Players			
In-Car Entertainment			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023**

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023**

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
-----------------	------	------	------	------	------	------

Retail Channels  
 - Retail Offline  
 -- Grocery Retailers  
 --- Convenience Retail  
 --- Supermarkets  
 --- Hypermarkets  
 --- Discounters  
 --- Warehouse Clubs  
 --- Food/drink/tobacco specialists  
 --- Small Local Grocers  
 -- Non-Grocery Retailers  
 --- General Merchandise Stores  
 --- Apparel and

**Data removed from sample**



Footwear Specialists  
 --- Appliances and  
 Electronics Specialists  
 --- Home Products  
 Specialists  
 --- Health and Beauty  
 Specialists  
 --- Leisure and  
 Personal Goods  
 Specialists  
 --- Other Non-Grocery  
 Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028**

'000 units

2023 2024 2025 2026 2027 2028

In-Car Navigation  
 In-Car Speakers  
 In-Dash Media Players  
 In-Car Entertainment

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

In-Car Navigation  
 In-Car Speakers  
 In-Dash Media Players  
 In-Car Entertainment

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

In-Car Navigation  
 In-Car Speakers  
 In-Dash Media Players  
 In-Car Entertainment

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 41      Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
In-Car Navigation	Data removed from sample		
In-Car Speakers			
In-Dash Media Players			
In-Car Entertainment			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# HOME AUDIO AND CINEMA IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Home audio and cinema devices continue to lose appeal

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Rising demand for portable and wireless devices hinders volume sales

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## PROSPECTS AND OPPORTUNITIES

## Launch of new technologies to hamper category performance

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## Demand for premium audio products on the rise

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## CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
<ul style="list-style-type: none"> <li>- Audio Separates</li> <li>- Digital Media Player Docks</li> <li>- Hi-Fi Systems</li> <li>- Home Cinema and Speaker Systems</li> <li>- Speakers</li> <li>- Other Home Audio and Cinema</li> </ul>	Data removed from sample					
Home Audio and Cinema						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
<ul style="list-style-type: none"> <li>- Audio Separates</li> <li>- Digital Media Player</li> </ul>	Data removed from sample					

Docks  
 - Hi-Fi Systems  
 - Home Cinema and  
 Speaker Systems  
 - Speakers  
 - Other Home Audio and  
 Cinema  
 Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

- Audio Separates  
 - Digital Media Player Docks  
 - Hi-Fi Systems  
 - Home Cinema and Speaker Systems  
 - Speakers  
 - Other Home Audio and Cinema  
 Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

- Audio Separates  
 - Digital Media Player Docks  
 - Hi-Fi Systems  
 - Home Cinema and Speaker Systems  
 - Speakers  
 - Other Home Audio and Cinema  
 Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023**

% retail volume  
 Company

2019 2020 2021 2022 2023

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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023**

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023**

% retail volume	2019	2020	2021	2022	2023
-----------------	------	------	------	------	------

Retail Channels

- Retail Offline
  - Grocery Retailers
    - Convenience Retail
    - Supermarkets
    - Hypermarkets
    - Discounters
    - Warehouse Clubs
    - Food/drink/tobacco specialists
    - Small Local Grocers
  - Non-Grocery Retailers
    - General Merchandise Stores
    - Apparel and Footwear Specialists
    - Appliances and Electronics Specialists
    - Home Products Specialists
    - Health and Beauty Specialists
    - Leisure and Personal Goods Specialists
    - Other Non-Grocery Retailers
  - Vending
  - Direct Selling

**Data removed from sample**

- Retail E-Commerce  
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028**

'000 units

2023 2024 2025 2026 2027 2028

- Audio Separates  
- Digital Media Player  
Docks  
- Hi-Fi Systems  
- Home Cinema and  
Speaker Systems  
- Speakers  
- Other Home Audio and  
Cinema  
Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

- Audio Separates  
- Digital Media Player  
Docks  
- Hi-Fi Systems  
- Home Cinema and  
Speaker Systems  
- Speakers  
- Other Home Audio and  
Cinema  
Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

- Audio Separates  
- Digital Media Player Docks  
- Hi-Fi Systems  
- Home Cinema and Speaker Systems  
- Speakers  
- Other Home Audio and Cinema  
Home Audio and Cinema

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 52      Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
- Audio Separates	<div>Data removed from sample</div>		
- Digital Media Player Docks			
- Hi-Fi Systems			
- Home Cinema and Speaker Systems			
- Speakers			
- Other Home Audio and Cinema			
Home Audio and Cinema			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



# HOME VIDEO IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Technological infrastructure and product affordability fuels demand for smart tvs

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Premiumisation trend leads to higher unit prices of lcd tvs

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Large-screen televisions continue to gain popularity amongst indian consumers

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## PROSPECTS AND OPPORTUNITIES

Home entertainment trend will drive growth of oled tvs

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E-commerce will continue to gain retail share

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Share of locally manufactured televisions to grow in the forecast period

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## CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Televisions	Data removed from sample					
-- Analogue TVs						
-- LCD TVs						
-- OLED TVs						
-- Plasma TVs						
-- Other TVs						
-- TV Combis						
- Video Players						
-- BD Players						
-- DVD Players						
-- Video Recorders						
Home Video						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 54 Sales of Home Video by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Televisions	Data removed from sample					
-- Analogue TVs						
-- LCD TVs						

-- OLED TVs  
 -- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

- Televisions  
 -- Analogue TVs  
 -- LCD TVs  
 -- OLED TVs  
 -- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 56 Sales of Home Video by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

- Televisions  
 -- Analogue TVs  
 -- LCD TVs  
 -- OLED TVs  
 -- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023**

% retail volume

	2018	2019	2020	2021	2022	2023
Internet Smart TVs	Data removed from sample					
Non-Internet TVs						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
	Data removed from sample				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
		Data removed from sample			

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 60 Distribution of Home Video by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	<b>Data removed from sample</b>					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028**

'000 units	2023	2024	2025	2026	2027	2028
- Televisions	<b>Data removed from sample</b>					
-- Analogue TVs						
-- LCD TVs						
-- OLED TVs						

-- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 62 Forecast Sales of Home Video by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

- Televisions  
 -- Analogue TVs  
 -- LCD TVs  
 -- OLED TVs  
 -- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

- Televisions  
 -- Analogue TVs  
 -- LCD TVs  
 -- OLED TVs  
 -- Plasma TVs  
 -- Other TVs  
 -- TV Combis  
 - Video Players  
 -- BD Players  
 -- DVD Players  
 -- Video Recorders  
 Home Video

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

- Televisions
  - Analogue TVs
  - LCD TVs
  - OLED TVs
  - Plasma TVs
  - Other TVs
  - TV Combis
- Video Players
  - BD Players
  - DVD Players
- Video Recorders
- Home Video



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

% retail volume	2023	2024	2025	2026	2027	2028
Internet Smart TVs	Data removed from sample					
Non-Internet TVs						
Total						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



# HEADPHONES IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

True wireless stereo (tws) earbuds continue to drive growth in headphones

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Boat continues to lead in headphones by a wide margin

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Evolving consumer lifestyles and socioeconomic factors create positive impact

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## PROSPECTS AND OPPORTUNITIES

Headphones will continue to enjoy robust growth in retail volume terms

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E-commerce to become the dominant channel of distribution in the future

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Local manufacturing expected to see huge growth in upcoming years

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## CATEGORY DATA

Table 66 Sales of Headphones by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Headphones	Data removed from sample					
- Wireless Headbands						
-- Mass Wireless Headbands						
-- Premium Wireless Headbands						
- Wireless Earphones						
-- Mass Wireless Earphones						
-- Premium Wireless Earphones						
- TWS Earbuds						
-- Mass TWS Earbuds						
-- Premium TWS Earbuds						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 67 Sales of Headphones by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Headphones	Data removed from sample					
- Wireless Headbands						
-- Mass Wireless						

Headbands  
 -- Premium Wireless  
 Headbands  
 - Wireless Earphones  
 -- Mass Wireless  
 Earphones  
 -- Premium Wireless  
 Earphones  
 - TWS Earbuds  
 -- Mass TWS Earbuds  
 -- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 68 Sales of Headphones by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Headphones  
 - Wireless Headbands  
 -- Mass Wireless Headbands  
 -- Premium Wireless Headbands  
 - Wireless Earphones  
 -- Mass Wireless Earphones  
 -- Premium Wireless Earphones  
 - TWS Earbuds  
 -- Mass TWS Earbuds  
 -- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 69 Sales of Headphones by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Headphones  
 - Wireless Headbands  
 -- Mass Wireless Headbands  
 -- Premium Wireless Headbands  
 - Wireless Earphones  
 -- Mass Wireless Earphones  
 -- Premium Wireless Earphones  
 - TWS Earbuds  
 -- Mass TWS Earbuds  
 -- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 70 NBO Company Shares of Headphones: % Volume 2019-2023**

% retail volume  
 Company

2019 2020 2021 2022 2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 71 LBN Brand Shares of Headphones: % Volume 2020-2023**

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 72 Distribution of Headphones by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
-----------------	------	------	------	------	------	------

Retail Channels  
 - Retail Offline  
 -- Grocery Retailers  
 --- Convenience Retail  
 --- Supermarkets  
 --- Hypermarkets

Data removed from sample

--- Discounters  
 --- Warehouse Clubs  
 --- Food/drink/tobacco specialists  
 --- Small Local Grocers  
 -- Non-Grocery Retailers  
 --- General Merchandise Stores  
 --- Apparel and Footwear Specialists  
 --- Appliances and Electronics Specialists  
 --- Home Products Specialists  
 --- Health and Beauty Specialists  
 --- Leisure and Personal Goods Specialists  
 --- Other Non-Grocery Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 73** Forecast Sales of Headphones by Category: Volume 2023-2028

'000 units

2023 2024 2025 2026 2027 2028

Headphones  
 - Wireless Headbands  
 -- Mass Wireless Headbands  
 -- Premium Wireless Headbands  
 - Wireless Earphones  
 -- Mass Wireless Earphones  
 -- Premium Wireless Earphones  
 - TWS Earbuds  
 -- Mass TWS Earbuds  
 -- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 74** Forecast Sales of Headphones by Category: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

Headphones  
 - Wireless Headbands

Data removed from sample

- Mass Wireless Headbands
- Premium Wireless Headbands
- Wireless Earphones
- Mass Wireless Earphones
- Premium Wireless Earphones
- TWS Earbuds
- Mass TWS Earbuds
- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 75 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028**

% volume growth

2023/24      2023-28 CAGR      2023/28 Total

- Headphones
- Wireless Headbands
- Mass Wireless Headbands
- Premium Wireless Headbands
- Wireless Earphones
- Mass Wireless Earphones
- Premium Wireless Earphones
- TWS Earbuds
- Mass TWS Earbuds
- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 76 Forecast Sales of Headphones by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024      2023-28 CAGR      2023/28 Total

- Headphones
- Wireless Headbands
- Mass Wireless Headbands
- Premium Wireless Headbands
- Wireless Earphones
- Mass Wireless Earphones
- Premium Wireless Earphones
- TWS Earbuds
- Mass TWS Earbuds
- Premium TWS Earbuds

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# IMAGING DEVICES IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Imaging devices continue to witness decline in retail volume terms

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Mirrorless cameras continue to gain popularity amongst consumers

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## PROSPECTS AND OPPORTUNITIES



## Imaging devices to face further demise

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## Unit prices expected to rise amid developments in high-end models

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## CATEGORY DATA

**Table 77** Sales of Imaging Devices by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Digital Cameras - Digital Camcorders Imaging Devices	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 78** Sales of Imaging Devices by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Digital Cameras - Digital Camcorders	Data removed from sample					

## Imaging Devices

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 79 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

## % volume growth

2022/23      2018-23 CAGR      2018/23 Total

- Digital Cameras  
- Digital Camcorders  
Imaging Devices

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 80 Sales of Imaging Devices by Category: % Value Growth 2018-2023

## % current value growth

2022/23      2018-23 CAGR      2018/23 Total

- Digital Cameras  
- Digital Camcorders  
Imaging Devices

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 81 NBO Company Shares of Imaging Devices: % Volume 2019-2023

% retail volume  
Company

2019      2020      2021      2022      2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 82 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

% retail volume  
Brand (GBO)

Company (NBO)      2020      2021      2022      2023

Data removed from sample

### Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 83** Distribution of Imaging Devices by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 84** Forecast Sales of Imaging Devices by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
- Digital Cameras	Data removed from sample					
- Digital Camcorders						
Imaging Devices						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 85 Forecast Sales of Imaging Devices by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- Digital Cameras - Digital Camcorders Imaging Devices	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 86 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
- Digital Cameras - Digital Camcorders Imaging Devices	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 87 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
- Digital Cameras - Digital Camcorders Imaging Devices	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# MOBILE PHONES IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Mobile phones face further decline in volume sales

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Consumers attracted to 5g-enabled smartphones

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Government schemes positively impact domestic smartphone manufacturing

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## PROSPECTS AND OPPORTUNITIES

Demand for technologically advanced and premium smartphones to rise

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Feature phones will continue to lose favour amongst indian consumers

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Foldable smartphones to gain popularity in the forecast period

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## CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Feature Phones - Smartphones Mobile Phones	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

INR million

	2018	2019	2020	2021	2022	2023
- Feature Phones - Smartphones Mobile Phones	Data removed from sample					
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources					

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
- Feature Phones - Smartphones Mobile Phones	Data removed from sample		
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources		

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- Feature Phones - Smartphones Mobile Phones	Data removed from sample		
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources		

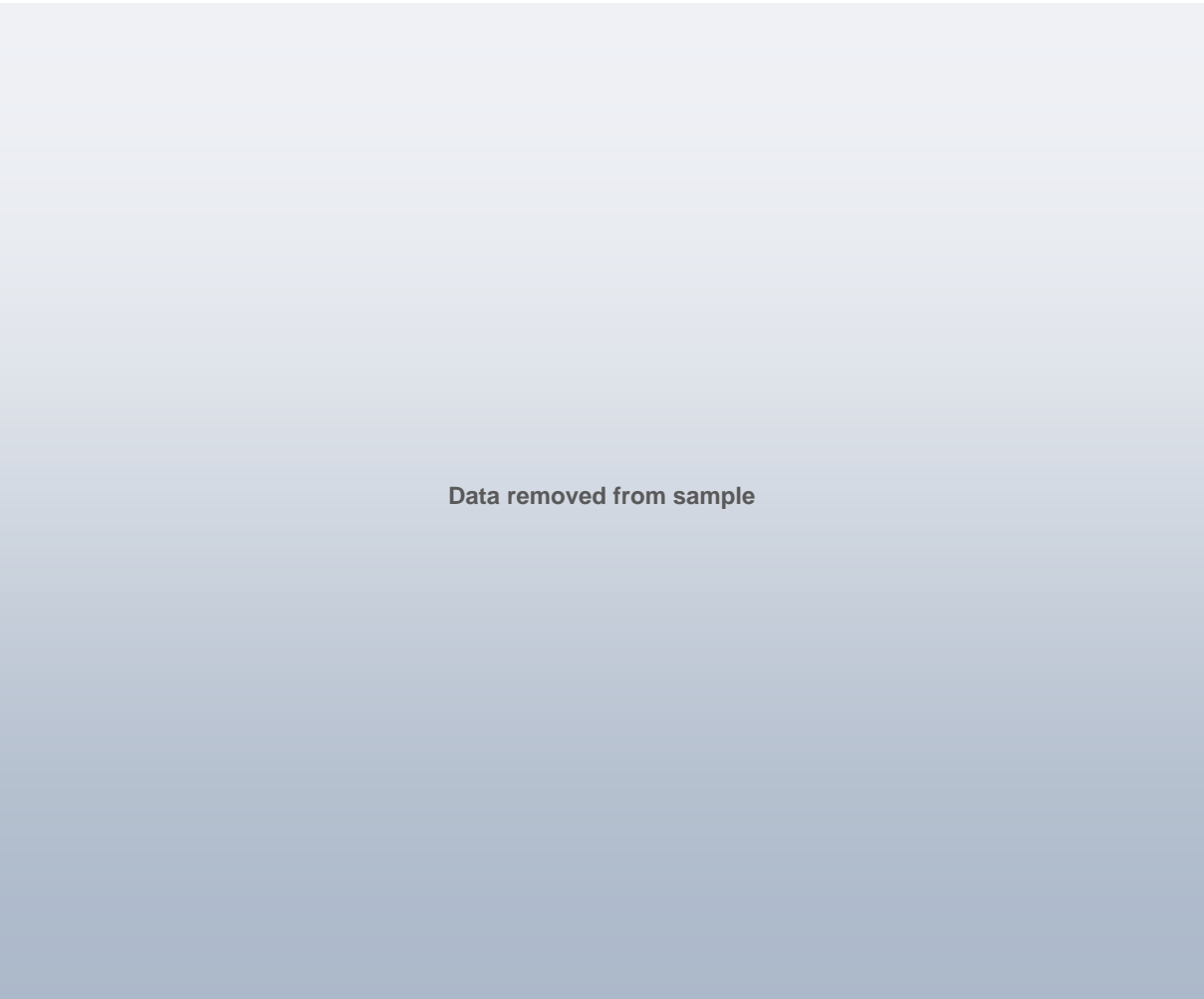
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

% retail volume	2020	2021	2022	2023
<4.7 inch 4.7 inch - 5.49 inch ≥ 5.5 inch Total	Data removed from sample			
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources			

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
	Data removed from sample				





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products						

Specialists  
 --- Health and Beauty Specialists  
 --- Leisure and Personal Goods Specialists  
 --- Other Non-Grocery Retailers  
 -- Vending  
 -- Direct Selling  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028**

'000 units

	2023	2024	2025	2026	2027	2028
- Feature Phones - Smartphones Mobile Phones	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028**

INR million

	2023	2024	2025	2026	2027	2028
- Feature Phones - Smartphones Mobile Phones	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028**

% volume growth

	2023/24	2023-28 CAGR	2023/28 Total
- Feature Phones - Smartphones Mobile Phones	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028**

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
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- Feature Phones  
- Smartphones  
Mobile Phones

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

% retail volume	2023	2024	2025	2026	2027	2028
<4.7 inch	Data removed from sample					
4.7 inch - 5.49 inch						
>= 5.5 inch						
Total						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# PORTABLE PLAYERS IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Wireless speakers are the only bright spot in a declining category

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Rising popularity of smart speakers drives growth in wireless speakers

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Amazon.com inc continues to lead in portable players

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## PROSPECTS AND OPPORTUNITIES

E-readers face tough competition as devices lose appeal

**Content removed from sample**

E-commerce channel to gain retail volume share going forward

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## CATEGORY DATA

**Table 101 Sales of Portable Players by Category: Volume 2018-2023**

'000 units	2018	2019	2020	2021	2022	2023
<ul style="list-style-type: none"> <li>- E-Readers</li> <li>- Portable Media Players</li> <li>-- Portable Multimedia Players</li> <li>-- Other Portable Media Players</li> <li>- Wireless Speakers</li> </ul> Portable Players	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 102 Sales of Portable Players by Category: Value 2018-2023**

INR million	2018	2019	2020	2021	2022	2023
<ul style="list-style-type: none"> <li>- E-Readers</li> <li>- Portable Media Players</li> <li>-- Portable Multimedia Players</li> <li>-- Other Portable Media Players</li> <li>- Wireless Speakers</li> </ul> Portable Players	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 103 Sales of Portable Players by Category: % Volume Growth 2018-2023**

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
<ul style="list-style-type: none"> <li>- E-Readers</li> <li>- Portable Media Players</li> <li>-- Portable Multimedia Players</li> <li>-- Other Portable Media Players</li> <li>- Wireless Speakers</li> </ul> Portable Players	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 104 Sales of Portable Players by Category: % Value Growth 2018-2023**

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- E-Readers	Data removed from sample		

- Portable Media Players
  - Portable Multimedia Players
  - Other Portable Media Players
  - Wireless Speakers
- Portable Players

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 105 NBO Company Shares of Portable Players: % Volume 2019-2023**

% retail volume Company	2019	2020	2021	2022	2023
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 106 LBN Brand Shares of Portable Players: % Volume 2020-2023**

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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**Data removed from sample**



Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 107** Distribution of Portable Players by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 108** Forecast Sales of Portable Players by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
- E-Readers	Data removed from sample					
- Portable Media Players						

- Portable Multimedia Players
- Other Portable Media Players
- Wireless Speakers
- Portable Players

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 109 Forecast Sales of Portable Players by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

- E-Readers
- Portable Media Players
- Portable Multimedia Players
- Other Portable Media Players
- Wireless Speakers
- Portable Players

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 110 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

- E-Readers
- Portable Media Players
- Portable Multimedia Players
- Other Portable Media Players
- Wireless Speakers
- Portable Players

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 111 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

- E-Readers
- Portable Media Players
- Portable Multimedia Players
- Other Portable Media Players
- Wireless Speakers
- Portable Players

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# WEARABLE ELECTRONICS IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Declining unit prices and rising health concerns fuel growth of wearable electronics

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Noise continues to lead wearable electronics in india

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Activity bands lose favour among indian consumers

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## PROSPECTS AND OPPORTUNITIES

Growing importance of health tracking and rising smartphone penetration to drive category growth

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E-commerce to remain a dominant distribution channel

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## Wearable devices to evolve from technological advancements and design

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### CATEGORY DATA

Table 112 Sales of Wearable Electronics by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Activity Wearables	Data removed from sample					
-- Activity Bands						
-- Activity Watch (Analogue)						
-- Activity Watch (Digital)						
- Smart Wearables						
Wearable Electronics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 113 Sales of Wearable Electronics by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Activity Wearables	Data removed from sample					
-- Activity Bands						
-- Activity Watch (Analogue)						
-- Activity Watch (Digital)						
- Smart Wearables						
Wearable Electronics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 114 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
- Activity Wearables	Data removed from sample		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 115 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- Activity Wearables	Data removed from sample		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 116 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 117 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 118** Distribution of Wearable Electronics by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels - Retail Offline -- Grocery Retailers --- Convenience Retail --- Supermarkets --- Hypermarkets --- Discounters --- Warehouse Clubs --- Food/drink/tobacco specialists --- Small Local Grocers -- Non-Grocery Retailers --- General Merchandise Stores --- Apparel and Footwear Specialists --- Appliances and Electronics Specialists --- Home Products Specialists --- Health and Beauty Specialists --- Leisure and Personal Goods Specialists --- Other Non-Grocery Retailers -- Vending	Data removed from sample					

-- Direct Selling  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 119 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028**

'000 units

2023 2024 2025 2026 2027 2028

- Activity Wearables  
 -- Activity Bands  
 -- Activity Watch  
   (Analogue)  
 -- Activity Watch  
   (Digital)  
 - Smart Wearables  
 Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 120 Forecast Sales of Wearable Electronics by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

- Activity Wearables  
 -- Activity Bands  
 -- Activity Watch  
   (Analogue)  
 -- Activity Watch  
   (Digital)  
 - Smart Wearables  
 Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 121 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

- Activity Wearables  
 -- Activity Bands  
 -- Activity Watch (Analogue)  
 -- Activity Watch (Digital)  
 - Smart Wearables  
 Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources



Table 122      Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
- Activity Wearables	Data removed from sample		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources