



Passport

Mobile Phones in India

Euromonitor International

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purposes only.

Some content and data have been
changed.

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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

Content removed from sample

Content removed from sample

Government schemes positively impact domestic smartphone manufacturing

Content removed from sample

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 1 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 2 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 3 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 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

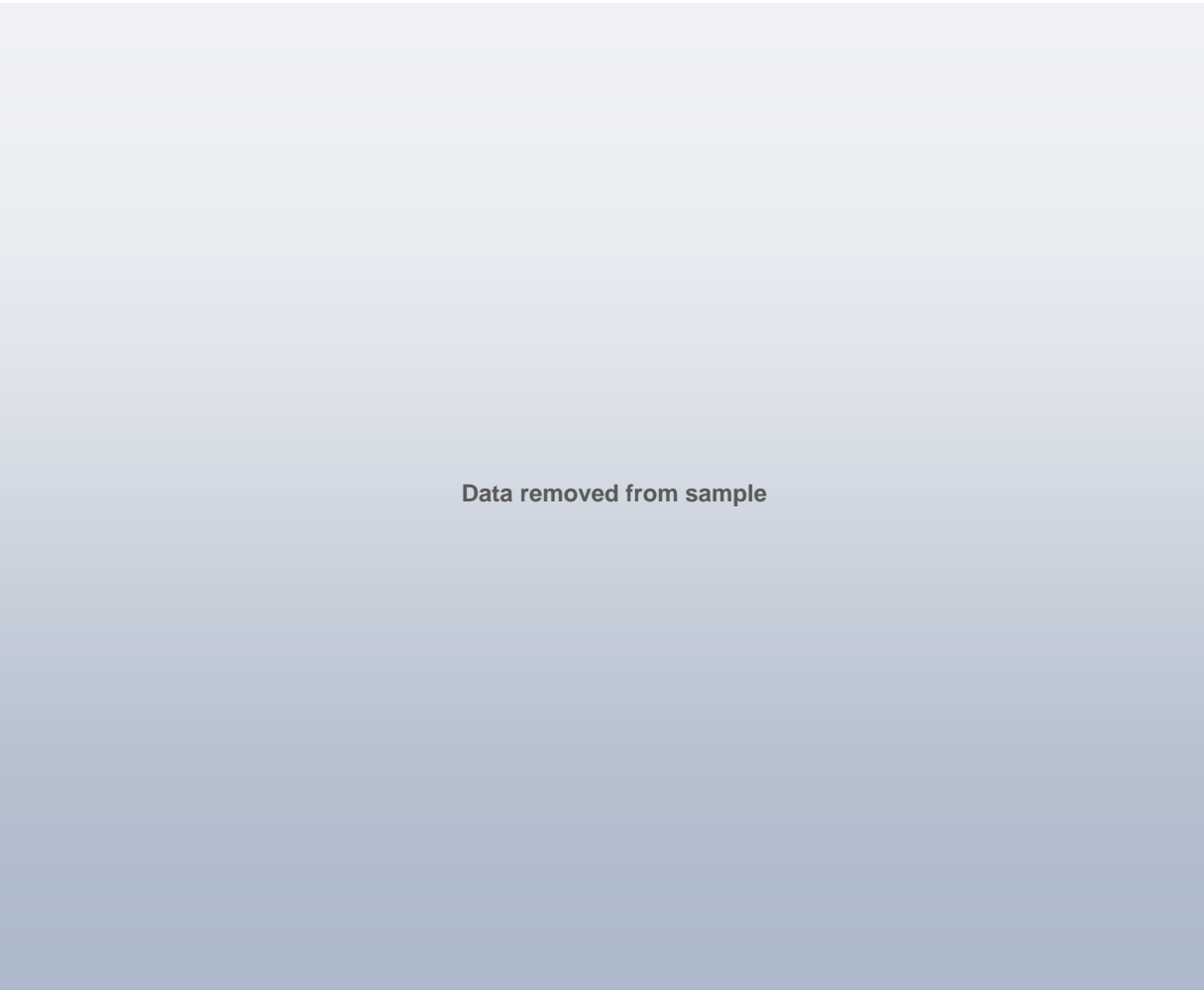
| % current value growth | 2022/23 | 2018-23 CAGR | 2018/23 Total |
|--|--|--------------|---------------|
| - Feature Phones - Smartphones Mobile Phones | Data removed from sample | | |
| Source: | Euromonitor International from official statistics, trade associations, trade press, company research,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

Table 5 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 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

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

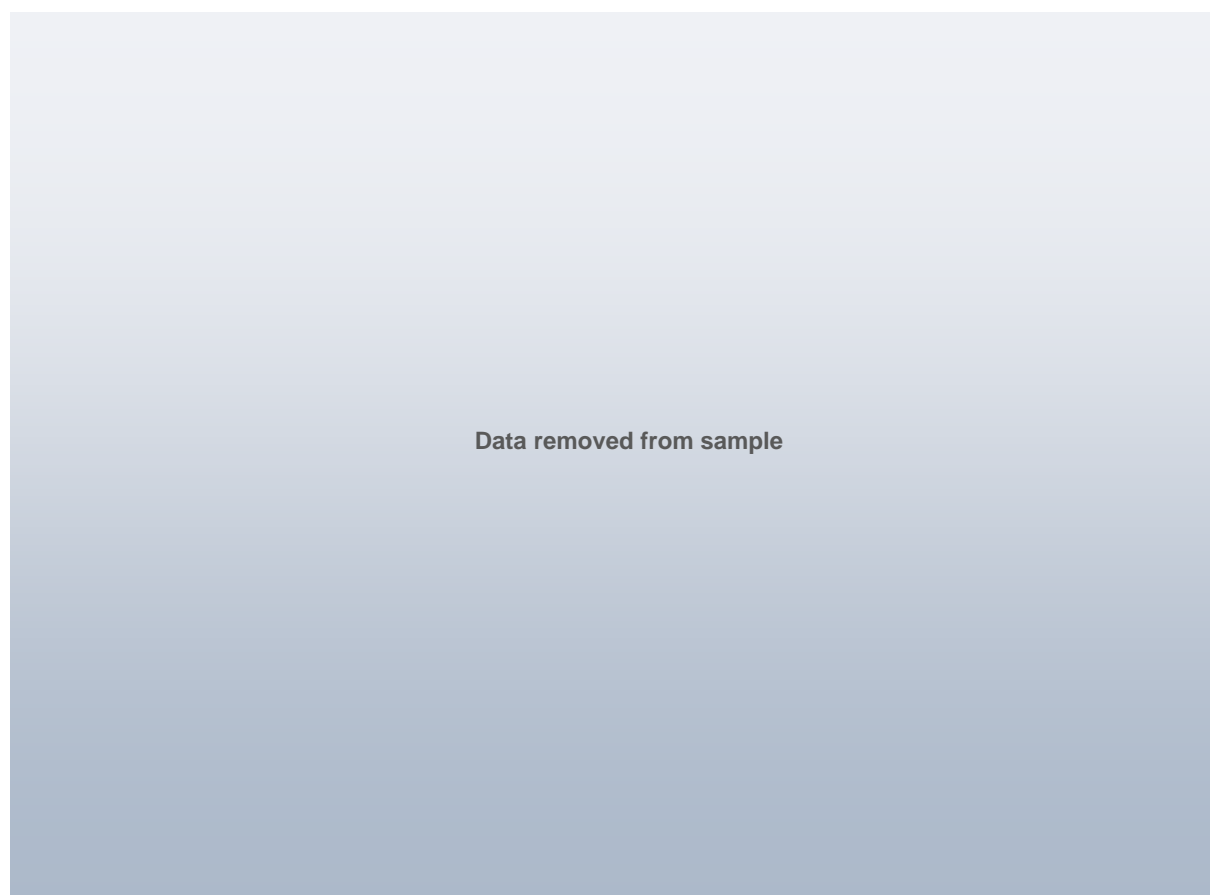


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 LBN Brand Shares of Mobile Phones: % 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 8 **Distribution of Mobile Phones by Channel: % Volume 2018-2023**

| % retail volume | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|--|------|------|------|------|------|
| Retail Channels | <p>Data removed from sample</p> | | | | | |
| - 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 9 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 10 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 11 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 12 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

| % constant value growth | 2023/2024 | 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 13 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

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

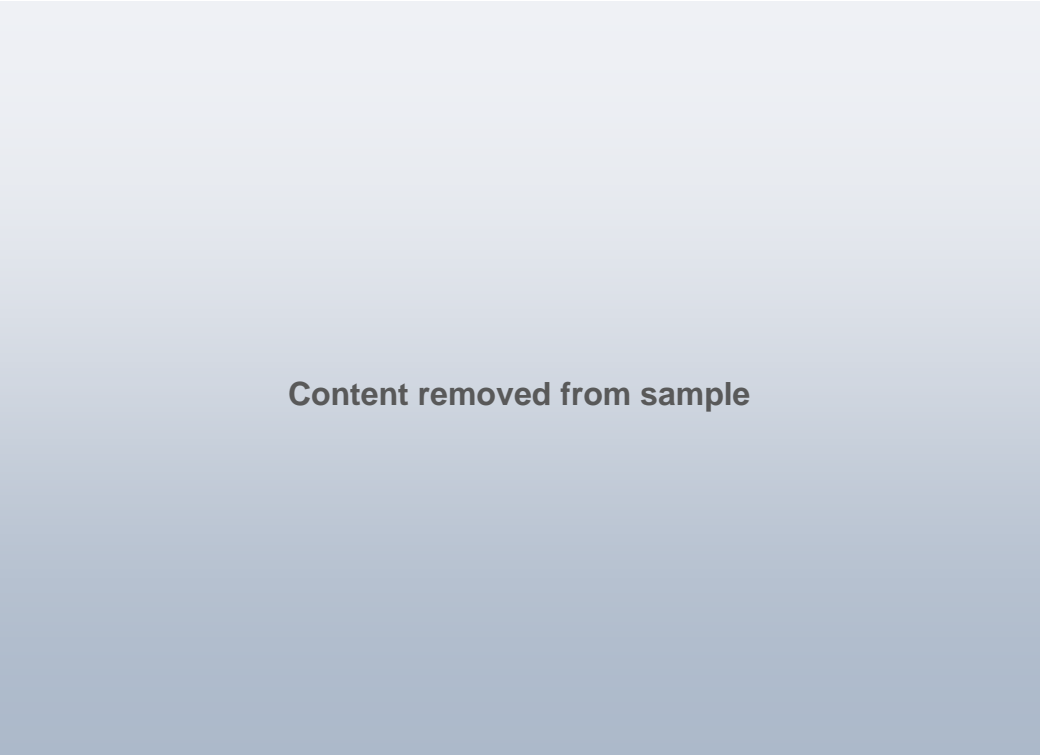
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Retailing developments

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What next for consumer electronics?



MARKET DATA

Table 14 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 15 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 16 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 17 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

Data removed from sample

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

Table 18 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 19 LBN Brand Shares of Consumer Electronics: % 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 20 **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 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

'000 units

2023 2024 2025 2026 2027 2028

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 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

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 23 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 24 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 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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Content removed from sample

Content removed from sample

Source: Euromonitor International