This report talks about the current size and segmentation of the fan market in India. It highlights the market growth till FY22. It gives product and price segmentations of the fan market in FY17 and FY22. Major drivers, restraints, trends, and market share analysis are also covered.
Indian Fan Market—Market Size

- India is a tropical country making fans a necessity. Thus, the fan industry in India is well-established and has shown significant growth over the years.
- The industry grew at 9% CAGR from FY12-FY17 to reach a size of ~55 million in FY17.
- Profit realizations increased only 3.0-3.5% annually in the last 2 years due to a parallel rise in raw material prices.
- However, going forward, realizations for the sector are due to increase substantially as share of premium fans rise from current 6-8% levels to more than 15-20% over the next 3-5 years.

Source: Frost & Sullivan Analysis
Innovations in product aesthetics: Demand for premium fans with better aesthetics has been on the rise over the past 3-5 years with increasing consumer preferences towards enhanced and appealing interiors.

Energy saving technology: Orient recently introduced a new ceiling fan dubbed Ecotech based on Brushless Direct Current Mortor (BLDC). It is a 32W fan which saves 50% power compared to conventional fans that consume 75W.

IoT enabled ceiling fans: The smart fans will be connected through the Internet and will automatically adjust speed according to change in temperature. It can be controlled from anywhere through cloud computing. LG plans to launch an IoT enabled fan this year.

Rising rural penetration with increased electrification

Urban replacement cycle getting shorter due to premiumisation

Higher disposable incomes

Faster shift to the organized sector

Source: Frost & Sullivan Analysis
Indian Fan Market by Type of Products

FY17
- Ceiling Fans: 72.0%
- Table, Wall, and Pedestal Fans: 19.0%
- Others (Domestic Exhaust and Industrial): 9.0%

FY22
- Ceiling Fans: 75.0%
- Table, Wall, and Pedestal Fans: 15.0%
- Others (Domestic Exhaust and Industrial): 10.0%

FY 17 Market Value: INR 7,000 Cr
FY 22 Market Value: INR 12,900 Cr

Source: Frost & Sullivan Analysis
Market Share Analysis

FY17

- Crompton is the leading player in the Indian fans market with its wide distribution network. The company is now focusing more on increasing its share in the high-end product category.

- Havells is a leading player in the premium fans segment and a well-known brand across various consumer durables.

- Orient Electric is increasing its market share with continuous innovations and introducing energy efficient fans which include lesser wear and tear, reduced electromagnetic interference, noiseless operation, improved efficiency, increased reliability, and a longer lifespan.

- Bajaj Electricals is one of the prominent players in fans, lighting, and luminaires segment where fans contribute to 24% of its revenue.

- Other major players in the market include Usha, Khaitan, and several unorganized players.

Source: Frost & Sullivan Analysis

FY 17 Market Value: INR 7,000 Cr
Indian Fan Market by Price Segment

FY17

- Economy: 44%
- Standard: 41%
- Premium: 15%

FY 17 Market Value: INR 7,000 Cr

FY22

- Economy: 20%
- Standard: 45%
- Premium: 35%

FY 22 Market Value: INR 12,900 Cr

Price Definition

<table>
<thead>
<tr>
<th>Price Definition</th>
<th>Economy</th>
<th>Less than INR 1500</th>
<th>Standard</th>
<th>INR 1500-2499</th>
<th>Premium</th>
<th>INR 2500 and above</th>
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Source: Frost & Sullivan Analysis