

Home Appliances Search Trends Report FY'24 India





Authored by

Sarvesh Bagla

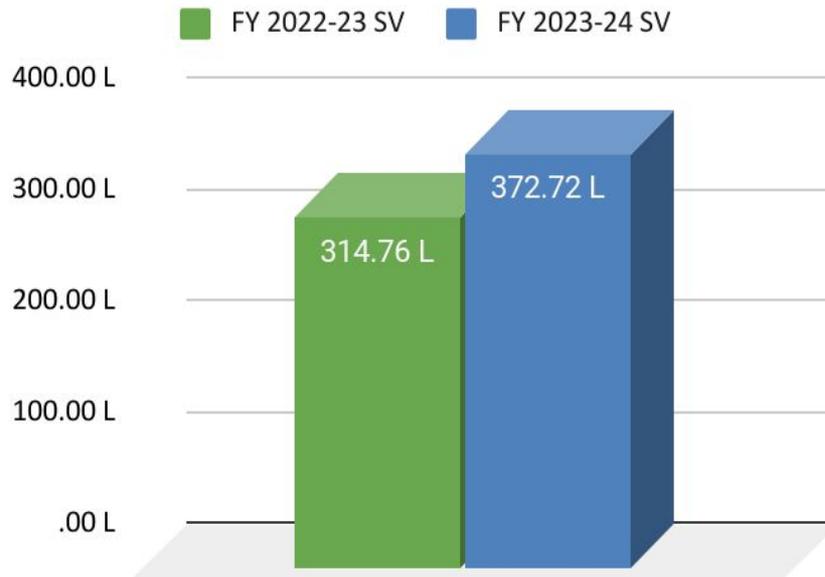
CEO & Founder, Techmagnate

 <https://www.linkedin.com/in/sarveshbagla/>

Executive Summary

- In India, most journeys for Home Appliances Goods **begin with a Google search.**
- People run queries on **home appliances**, compare & contemplate their options, and make their decisions; which is why a clear understanding of **search behavior** is necessary for a **strong path to better digital marketing.**
- Our *Home Appliances Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigate over **45,000** keywords to evaluate the **brand and non-brand keywords, types & volumes of queries, opportunities for growth**, and so much more.
- We also include a list of **top-performing home appliances providers** who dominate Google Search.

Home Appliances Goods **Search Trends**



Category	FY 2022-23 SV	FY 2023-24 SV	% Growth
Home Appliances	314.76 L	372.72 L	18.41%

Search Volume by Query Type

Type of Query	Search Volume FY 2022-23	Search Volume FY 2023-24	Growth %	Market Share
Brand	132.88 L	153.31 L	15.38%	41.13%
Non-Brand	181.88 L	219.41 L	20.63%	58.87%
Total	314.76 L	372.72 L	18.41%	100.00%

Top 10 Brands by Search Volume

Brand	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
 LG	21.22 L	25.27 L	19.07%	16.48%
 Samsung	10.26 L	11.16 L	8.80%	7.28%
 Voltas	6.92 L	8.38 L	21.11%	5.46%
 Whirlpool	6.38 L	7.15 L	12.12%	4.67%
 Crompton	5.49 L	6.69 L	21.89%	4.36%
 Havells	5.81 L	6.52 L	12.29%	4.25%
 Bajaj	5.85 L	6.48 L	10.68%	4.22%
 Haier	4.71 L	5.71 L	21.38%	3.73%
 Blue Star	4.05 L	5.47 L	34.97%	3.57%
 IFB	4.14 L	4.64 L	12.19%	3.03%
Others (129)	58.07 L	65.85 L	13.40%	42.95%
Total	132.88 L	153.31 L	15.38%	100.00%

Top 10 Product Categories

Home Appliances Category	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Air Conditioner	76.30 L	98.25 L	28.77%	26.36%
Refrigerator	52.09 L	56.85 L	9.15%	15.25%
Washing Machine	42.89 L	48.82 L	13.82%	13.10%
Fan	38.75 L	47.79 L	23.32%	12.82%
Water Purifier	24.34 L	27.32 L	12.24%	7.33%
Air Cooler	19.10 L	23.47 L	22.90%	6.30%
Mixer and Grinder	16.96 L	19.62 L	15.68%	5.27%
Water Geyser	17.88 L	19.34 L	8.20%	5.19%
Vacuum Cleaner	5.78 L	7.15 L	23.57%	1.92%
Room Heater	5.45 L	6.27 L	15.09%	1.68%
Others (8)	15.21 L	17.83 L	17.19%	4.78%
Total	314.76 L	372.72 L	18.41%	100.00%

Top 10 Air Conditioner Brands

	Brand	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
	Voltas	5.11 L	6.29 L	23.02%	15.72%
	LG	3.72 L	5.08 L	36.60%	12.70%
	Blue Star	3.22 L	4.60 L	42.68%	11.50%
	Daikin	3.29 L	4.02 L	22.16%	10.05%
	Lloyd	2.85 L	3.83 L	34.79%	9.58%
	Mitsubishi	1.93 L	2.50 L	29.38%	6.24%
	Hitachi	2.19 L	2.28 L	4.24%	5.69%
	Carrier	1.38 L	1.91 L	38.50%	4.77%
	Samsung	1.53 L	1.88 L	23.21%	4.70%
	Haier	1.12 L	1.58 L	40.37%	3.94%
	Others(35)	4.90 L	6.05 L	23.50%	15.11%
	Total	31.24 L	40.02 L	28.12%	100.00%

Top 10 Refrigerator Brands

	Brand	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
	LG	7.13 L	7.58 L	6.25%	29.64%
	Samsung	5.89 L	6.12 L	3.98%	23.94%
	Whirlpool	3.52 L	3.78 L	7.49%	14.79%
	Godrej	2.43 L	2.61 L	7.57%	10.22%
	Haier	2.30 L	2.60 L	12.82%	10.15%
	Voltas	.53 L	.57 L	8.57%	2.25%
	kelvinator	.57 L	.47 L	-18.02%	1.83%
	Bosch	.27 L	.32 L	15.71%	1.24%
	Videocon	.20 L	.20 L	2.78%	0.79%
	Croma	.15 L	.19 L	28.92%	0.74%
	Others(21)	1.10 L	1.13 L	2.49%	4.40%
	Total	24.09 L	25.58 L	6.16%	100.00%

Top 10 Washing Machine Brands

	Brand	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
	LG	8.56 L	10.37 L	21.24%	44.92%
	IFB	3.04 L	3.24 L	6.61%	14.04%
	Samsung	2.38 L	2.70 L	13.45%	11.69%
	Whirlpool	2.30 L	2.68 L	16.24%	11.60%
	Haier	.75 L	.84 L	11.93%	3.64%
	Godrej	.59 L	.70 L	17.80%	3.02%
	Bosch	.65 L	.68 L	5.41%	2.95%
	Voltas	.21 L	.33 L	53.19%	1.42%
	Panasonic	.30 L	.29 L	-3.84%	1.26%
	Lloyd	.19 L	.23 L	23.40%	1.01%
	Others(30)	.96 L	1.03 L	6.94%	4.47%
	Total	19.94 L	23.10 L	15.83%	100.00%

Top 10 Search Buckets

Buckets	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Appliance Name	202.88 L	242.44 L	19.50%	65.05%
Price	71.00 L	79.75 L	12.32%	21.40%
Top/Best	11.87 L	14.22 L	19.80%	3.81%
Mini or Small	8.95 L	11.89 L	32.86%	3.19%
Portable/Compact	5.59 L	6.58 L	17.78%	1.77%
Service	4.51 L	6.35 L	40.73%	1.70%
Repair	3.51 L	4.34 L	23.52%	1.16%
Solar Powered	1.68 L	1.80 L	6.81%	0.48%
Second Hand/Refurbished	1.25 L	1.51 L	20.90%	0.40%
Online	1.46 L	1.32 L	-9.58%	0.35%
Others (10)	2.06 L	2.52 L	22.31%	0.68%
Total	314.76 L	372.72 L	18.41%	100.00%

Top 10 Keywords

Keywords	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Washing Machine	4.24 L	4.70 L	9.69%	18.04%
AC	2.36 L	2.95 L	19.86%	11.31%
Fridge	2.56 L	2.82 L	9.31%	10.83%
Fan	2.05 L	2.68 L	23.57%	10.29%
Refrigerator	2.49 L	2.49 L	0.16%	9.58%
Mixer and Grinder	1.71 L	2.18 L	21.38%	8.35%
Ceiling Fan	1.89 L	2.14 L	11.98%	8.23%
AC Price	1.40 L	2.07 L	32.41%	7.97%
Price of Washing Machine	1.84 L	2.01 L	8.58%	7.72%
Vacuum Cleaner	1.71 L	2.00 L	14.61%	7.69%

City-Wise Search Volumes

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Top 6 Cities	76.78 L	88.83 L	13.57%	23.83%
Next 10 Cities	33.11 L	36.63 L	9.60%	9.83%
Others	204.87 L	247.26 L	17.14%	66.34%
Total	314.76 L	372.72 L	15.55%	100.00%

Top 6 Cities

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Delhi	20.22 L	21.69 L	7.26%	24.42%
Bengaluru	14.99 L	18.21 L	21.51%	20.50%
Hyderabad	12.70 L	15.01 L	18.21%	16.90%
Chennai	10.70 L	13.51 L	26.27%	15.21%
Mumbai	11.20 L	12.81 L	14.37%	14.42%
Pune	6.97 L	7.60 L	9.08%	8.55%
Total	76.78 L	88.83 L	15.70%	100.00%

Next 10 Cities

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Lucknow	5.81 L	6.90 L	18.86%	18.85%
Jaipur	4.71 L	5.36 L	13.77%	14.63%
Indore	3.61 L	4.46 L	23.49%	12.18%
Coimbatore	3.62 L	4.01 L	10.58%	10.94%
Nagpur	3.10 L	3.24 L	4.33%	8.84%
Ludhiana	3.10 L	3.20 L	3.15%	8.73%
Surat	3.04 L	3.07 L	0.94%	8.37%
Visakhapatnam	2.27 L	2.61 L	14.99%	7.12%
Vadodara	2.07 L	2.06 L	-0.71%	5.61%
Bhopal	1.78 L	1.73 L	-2.61%	4.73%
Total	33.11 L	36.63 L	10.62%	100.00%

“Near-Me” Searches

Category	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Brand	.30 L	.34 L	11.45%	21.44%
Non-Brand	.92 L	1.24 L	25.93%	78.56%
Total	1.22 L	1.58 L	22.83%	100.00%

Brand keywords include:

- *kent water purifier near me*
- *symphony coolers near me*

While Non-Brand keywords include:

- *ac shop near me*
- *second hand refrigerators near me*

“Vernacular” Searches

Category	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Brand	27.1K	35.3K	30.10%	33.25%
Non-Brand	58.4K	70.8K	21.25%	66.75%
Total	85.5K	106.1K	24.06%	100.00%

Brand keywords include:

- *usha ka cooler*
- *வோல்டா ஏசி குறைந்த விலை*

While Non-Brand keywords include:

- *Pankha*
- *lohe ka cooler price*

Top 10 Brands with Highest Share of Voice (SOV) on Google

	Top Brands	% Growth
	Amazon	91.13%
	Flipkart	87.60%
	Croma	58.36%
	Reliance Digital	39.79%
	LG	36.15%
	Voltas	19.41%
	Vijay Sales	18.33%
	Havells	18.09%
	Whirlpool	16.99%
	IFB	15.87%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 10 listings due to a strong SEO strategy being implemented.

Key Insights

- The overall Search Volume of **Home Appliances** related keywords has grown by **18.41%** in FY 2023-24
- **Blue Star** has demonstrated greater than **30%** yearly growth in brand search volumes. While Voltas, Crompton, and Haier have demonstrated yearly growth higher than **20%**.
- **Air Conditioner** is the most searched product with **26.36%** market share, amongst all home appliances. Also, the same has highest yearly growth in searches with **28%**.
- Delhi remains the top city in terms of home appliances searches, with a slight growth of **7%** and a market share of **24%**

Data-Collection Process

- The research was conducted for FY 2023-24 using Google's Keyword Planner
- The data reflects Pan-India search volumes only, except where city-level data is shown
- Search volumes for vernacular languages - where available - only reflect data for the Hindi language

As Featured On

The logo for Adgully, featuring the word "Adgully" in a red, cursive, handwritten-style font.The logo for MediaBrief, with "MEDIABRIEF" in a bold, blue, sans-serif font.The logo for Medianews4u.com, featuring the text "medianews4u.com" in a purple and blue font with a pink arrow pointing to the "u".The logo for Manifest, with the word "MANIFEST" in a bold, black, sans-serif font.The logo for BW BusinessWorld, with "BW" in red and "BUSINESSWORLD" in blue.The logo for Storyboard 18, featuring the text "STORYBOARD 18" in white on a red and black background.The logo for BW RetailWorld, with "BW" in red, a shopping cart icon, and "RETAILWORLD" in black, with the website "www.bwretailworld.in" below.The logo for IndiaRetailing.com, with "IndiaRetailing" in black and red, and ".com" in red.

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Digital Excellence

enquiry@techmagnate.com | +91 9910308266

www.techmagnate.com

