



The Kitchenware market in India is estimated to be in the range of Rs \$320 – \$360 million out of which Kitchen Accessories market is just about 18 per cent. The market is highly unorganized with organized players accounting for only 35 - 40 per cent of the market share.

The industry is pegged to grow at around 21%, some of the key drivers are as follows:-

- The industry is witnessing tremendous technological changes, creating better and innovative products every now and then, this leads to enormous diversity of articles on of the key drivers of the category
- The market bustles specially on the auspicious season of 'Diwali Festival', the growth is also fuelled by 'Marriage Occasions' where category forms part of Gifting Item
- The category is becoming popular as the Casual Entertaining Trend is on the rise – thus leading to growth of contemporary and unique itew
- Development of new retail channels such as modern retail format stores, lifestyle stores, etc. have also added to the growth of the category because:-
 - Channel present consumer with lifestyle solution rather than isolated products categories
 - Development of different market niches, each aiming on specific consumer group
 - Life style-enhancing items increase in-store traffic; encourage consumers to linger longer in the outlets and boost impulse purchases

The category is highly competitive as there are low cost imports mainly from China, retailers now buying directly from producing sources, high regional variation..... [more](#)