



CASE STUDY

Understanding the Landscape of Lighting and Shades Market in India





Client

A Capital Management Firm



Industry

Consumer and Retail



Solution

Consumer Insights



Region

APAC





OBJECTIVE AND SCOPE

The client, a leading IT service management company, was in discussion with a manufacturer of premium lighting and shade control systems who already has a presence in the luxury segment, ultra HNI segment, and commercial segment in India. For this, the client wanted Benori's support to:

- Market landscape of the lighting and shades market including size, growth, segmentation, trends, challenges, the competitive landscape including the major players, their sales volumes, customer base, etc.
- Marketing and distribution strategy of the major players in the market and any new initiatives or collaborations





APPROACH

We conducted an extensive secondary research and primary interviews to create a high-level market sizing report. We also studied articles, press releases, annual reports, etc. to understand and create detailed profiles of shortlisted lighting and controls providers in India.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

The detailed insights helped the client to understand:

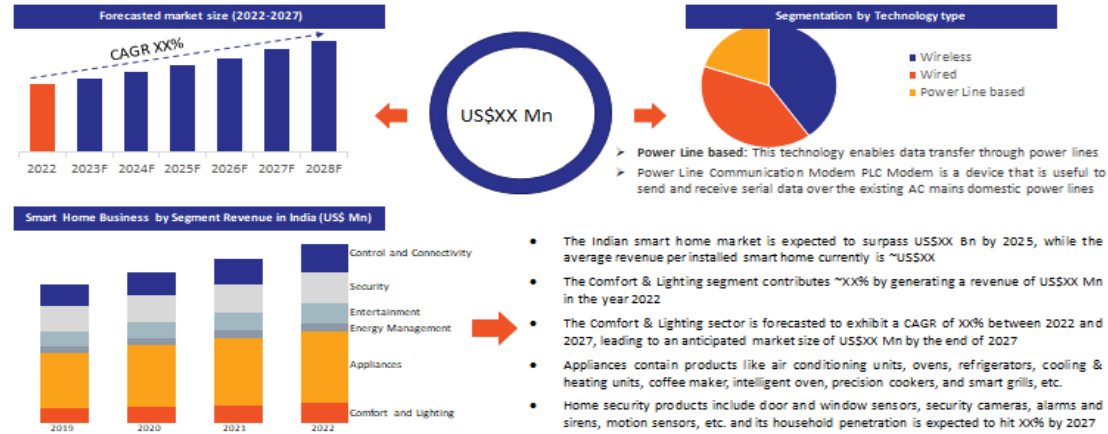
- The target market for the end client
- The sales revenues, new investments, sales and distribution channels, and strategies used by shortlisted service providers
- Key success and failure factors for target companies



Sample Output

Factors Affecting Sportswear Purchase

Indian home automation market in 2022 is ~US\$ XX Mn and is expected to reach ~US\$ XX Mn growing at a CAGR of ~XX % by 2028



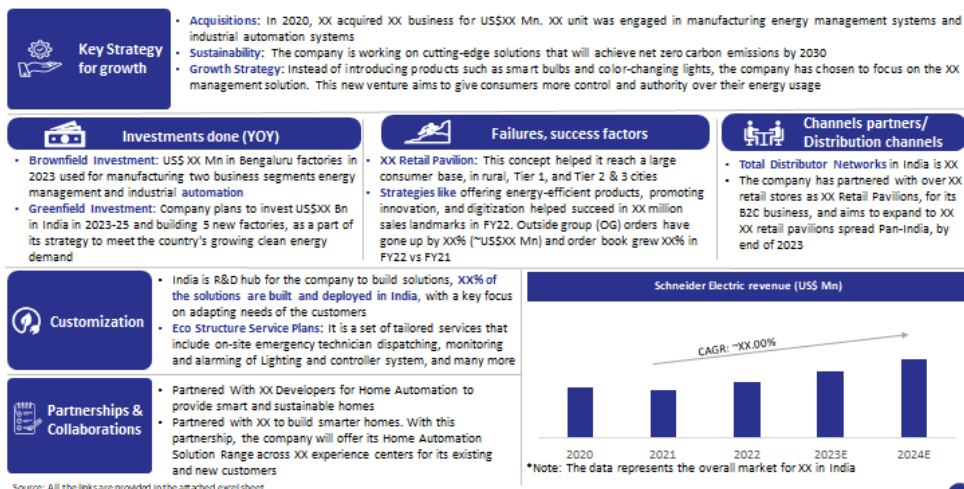
Source: Allied market research, Statista, The Economic Times, Statista

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Recommendations

XX

India contributes for around XX% of XX global consumer consumption of their products



Source: All the links are provided in the attached excel sheet

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Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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 info@benoriknowledge.com

 www.benoriknowledge.com



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