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Changing lifestyle creating demand for modular kitchens in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Modular Kitchen Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Consumer Goods Industry Series.

Mumbai, India – July 27, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Modular Kitchen Market in India 2010 report covering an industry which is expected to witness strong growth. The rise in residential complexes coupled with changing lifestyle of consumers is expected to increase the demand for modular kitchen. Many international players are entering the Indian market and large numbers of joint ventures are taking place.

The report provides a brief overview of the market including the estimated market size, growth rate. An analysis of drivers reveals that growth in organized retail, rise in housing projects, changing demographics structure and need for customized kitchen is driving growth in this sector. The key challenges identified are high prices of branded modular kitchens and low replacement demand.

The report discusses the current market trends including entry of international players into the market, players forming joint ventures and collaborations and increase in private equity investments and acquisitions. The report profiles the major domestic and international players and includes their business highlights, financials and expansion plans.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com