

TAM AdEx

OVERVIEW OF ADVERTISING BY THE CATEGORY

CONSUMER DURABLES / HOME APPLIANCES

MEDIA : TV, PRINT, RADIO & DIGITAL

PERIOD: **Jan-Jun'24**



Television

1.

- In Jan-Jun'24, Ad Volumes of **Consumer Durables/Home Appliances** category on Television witnessed a massive growth of **2.9 Times** compared to Jan-Jun'22 and **11%** compared to Jan-Jun'23.
- Jan-Jun'23 observed growth of **2.60 times** over Jan-Jun'22.
- **Godrej & Boyce Mfg Company, Usha Intl, Voltas, KCM Appliances** and **Sivanesan & Co** were the exclusive advertisers among the top 10 of H1'24 over H1'23.

2.

- Top 2 channel genres on TV i.e. **News** and **GEC** collectively added **65%** of ad volumes share for **Consumer Durables/Home Appliances** category during Jan-Jun'24.
- **News Bulletin** was the most preferred program genre to promote **Consumer Durables/Home Appliances'** brands on Television.

Print

3.

- Print ad space for **Consumer Durables/Home Appliances** decline in both Jan-Jun'23 and Jan-Jun'24 by **3%** & **9%** respectively compared to Jan-Jun'22 whereas, ad space in Jan-Jun'24 had decreased by **6%** compared to Jan-Jun'23.
- **TTK Prestige India** and **Stovekraft** retained its **1st** & **2nd** position with **41%** & **21%** share of ad space in Jan-Jun'24 compared to Jan-Jun'23.

4.

- Among 4 zones, **South Zone** was the leading territory for **Consumer Durables/Home Appliances** advertising with **33%** share in Print closely followed by **North Zone** during Jan-Jun'24.
- **81%** share of Print ad space for **Consumer Durables/Home Appliances** category was with promotional offers during Jan-Jun'24.

Radio

5.

- On Radio, a growth of **6%** and **2.3 times** in category ad volumes was registered during Jan-Jun'24 and Jan-Jun'23 respectively compared to Jan-Jun'22.
- Compared to Jan-Jun'23, Ad volumes in Jan-Jun'24 decrease by **52%**.

6.

- Samsung India Electronics** solely added **28%** share of category ad volumes in Jan-Jun'24.
- Gujarat** topped with **35%** share of ad volumes in Jan-Jun'24.

Digital

7.

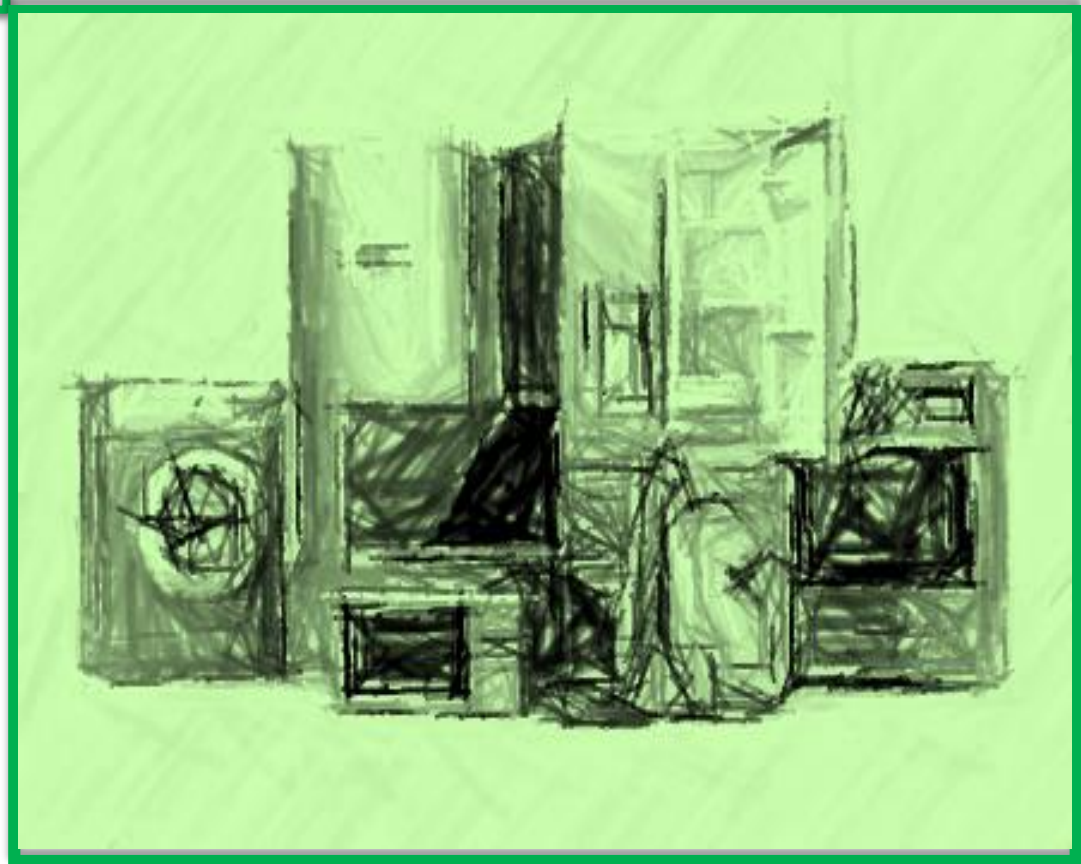
- Ad impressions during both Jan-Jun'24 saw a rise of **5%** whereas Jan-Jun'23 witnessed drop of **19%** compared to Jan-Jun'22.
- Ad impressions in Jan-Jun'24 increased by **30%** compared to Jan-Jun'23.

8.

- Samsung India Electronics** was on top with **25%** share of category ad impressions in Jan-Jun'24.
- The top 2 advertisers collectively added **34%** share of ad impressions in Jan-Jun'24.
- Programmatic** transaction method was the most utilized for **Consumer Durables/Home Appliances** ads on Digital solely contributing **81%** share of impressions.

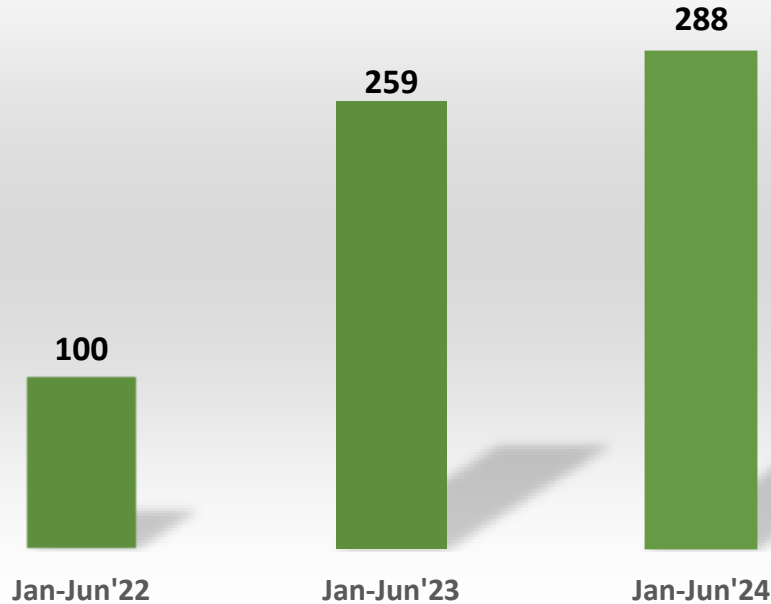
01

TV



Ad Volumes' Trend for Consumer Durables/Home Appliances on TV

Indexed Growth in Ad Volumes



Index: Jan-Jun'22=100

- In Jan-Jun'24, Ad Volumes of **Consumer Durables/Home Appliances** category on Television witnessed a massive growth of **2.9 Times** compared to Jan-Jun'22 and **11%** compared to Jan-Jun'23.
- Jan-Jun'23 observed growth of **2.60 times** over Jan-Jun'22.

Top 10 Advertisers of Consumer Durables/Home Appliances on TV

Top 10 Advertisers	% Share
Godrej & Boyce Mfg Company	33%
Versuni India Home Solutions	28%
Wonderchef Home Appliances	13%
Usha Intl	12%
Kottaram Trading Company	3%
Sowbaghya	3%
KCM Appliances	3%
Bajoria Appliances	1%
Voltas	1%
Sivanesan & Co	1%

- **Godrej & Boyce Mfg Company** and **Versuni India Home Solutions** together accounted for **61%** of the **Consumer Durables/Home Appliances'** advertising share.
- **Godrej & Boyce Mfg Company** was on **1st** position with **33%** share of category ad volumes in H1'24.
- **Godrej & Boyce Mfg Company, Usha Intl, Voltas, KCM Appliances** and **Sivanesan & Co** were the exclusive advertisers among the top 10 of H1'24 over H1'23.

Top 10 Brands of Consumer Durables/Home Appliances on TV

Top 10 Brands

Godrej Eon Vogue Edition
Philips Air Fryer
Wonderchef Chef Magic Kitchen Robot
Usha I Chef Smart Air Fryer
Nolta
Sowbaghya Home Appliances
Impex Bldc Fan/Water Heater
Kutchina Home Appliances
Voltas Durable Range
Nethraa Appliances

- **Godrej Eon Vogue Edition** was 1st with **33%** share of ad volumes in Jan-Jun'24.
- **Godrej Eon Vogue Edition** and **Philips Air Fryer** together contributed **61%** share of ad volumes on TV for **Consumer Durables/Home Appliances** category.

Preferred Channel Genres on TV : Consumer Durables/Home Appliances

Channel Genres	% Share
News	47%
GEC	18%
Lifestyle	13%
Movies	8%
Kids	2%
Other (4)	11%

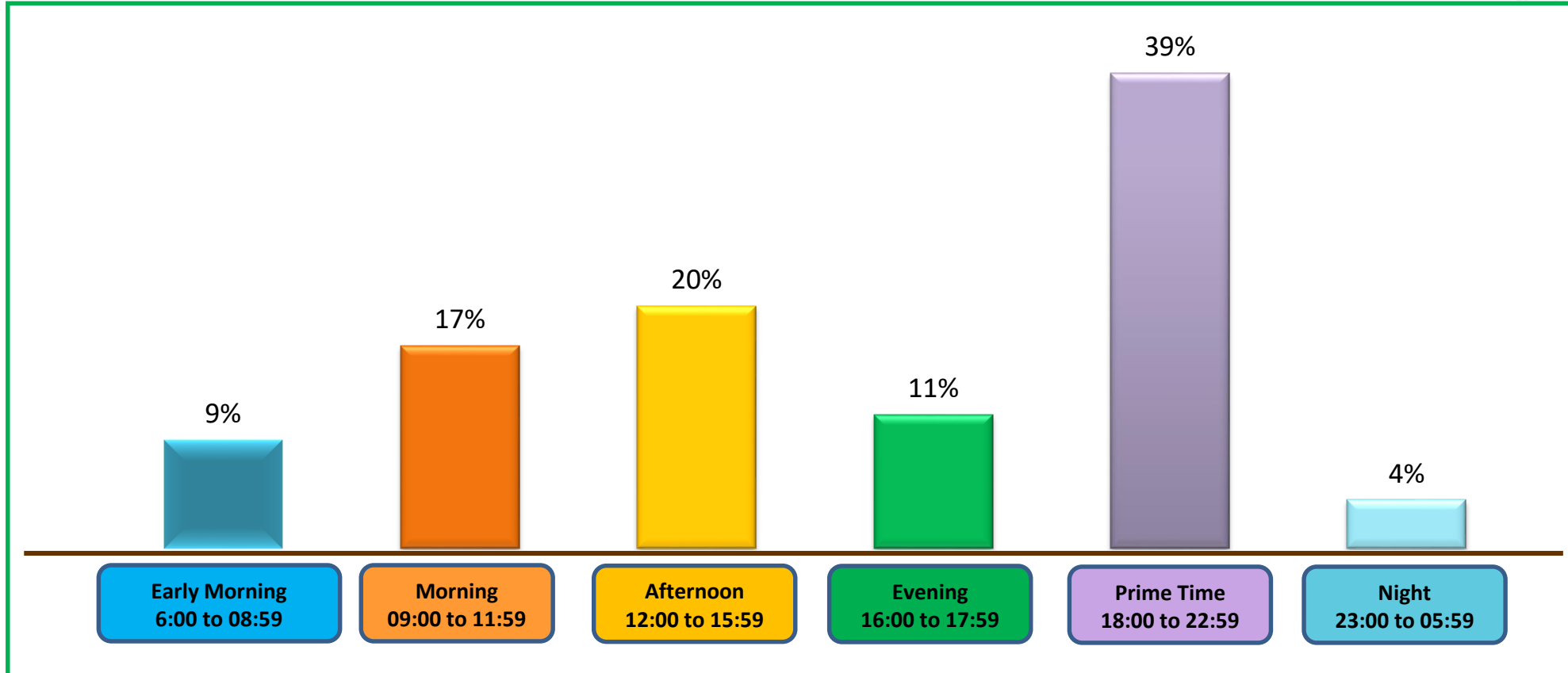
- Top 2 channel genres on TV i.e. **News** and **GEC** collectively added **65%** of ad volumes share for **Consumer Durables/Home Appliances** category during Jan-Jun'24.
- The Top 5 genres had **89%** share of category ad volumes.

Preferred Program Genres on TV: Consumer Durables/Home Appliances

Program Genres	% Share
News Bulletin	39%
Cookery	13%
Feature Films	10%
Drama/soap	10%
Channel Presentation/promotion	9%
Interviews/portraits/discussio	2%
Cartoons/animation	2%
Religious/devotional/astrology	2%
Music Shows/songs	2%
Comedies	2%

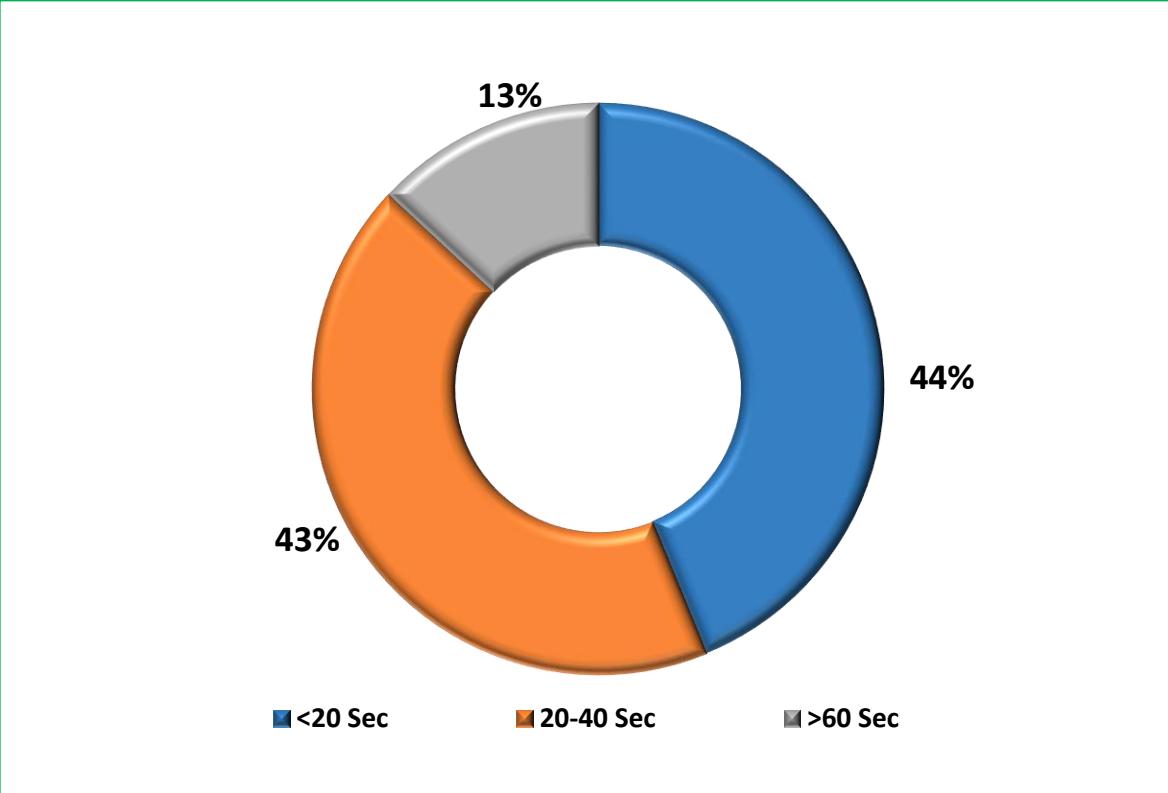
- **News Bulletin** was the most preferred program genre to promote **Consumer Durables/Home Appliances'** brands on Television.
- Top 2 program genres i.e. **News Bulletin** and **Cookery** together added **53%** of the total ad volume share of the category on TV.

Time band analysis for Consumer Durables/Home Appliances advertising on TV



- **Prime Time** was the most preferred time-band on TV followed by **Afternoon** time-band.
- **Prime Time, Afternoon & Morning** time bands together accounted for **76%** share of ad volumes.

Preference of ad size by advertisers of Consumer Durables/Home Appliances on TV



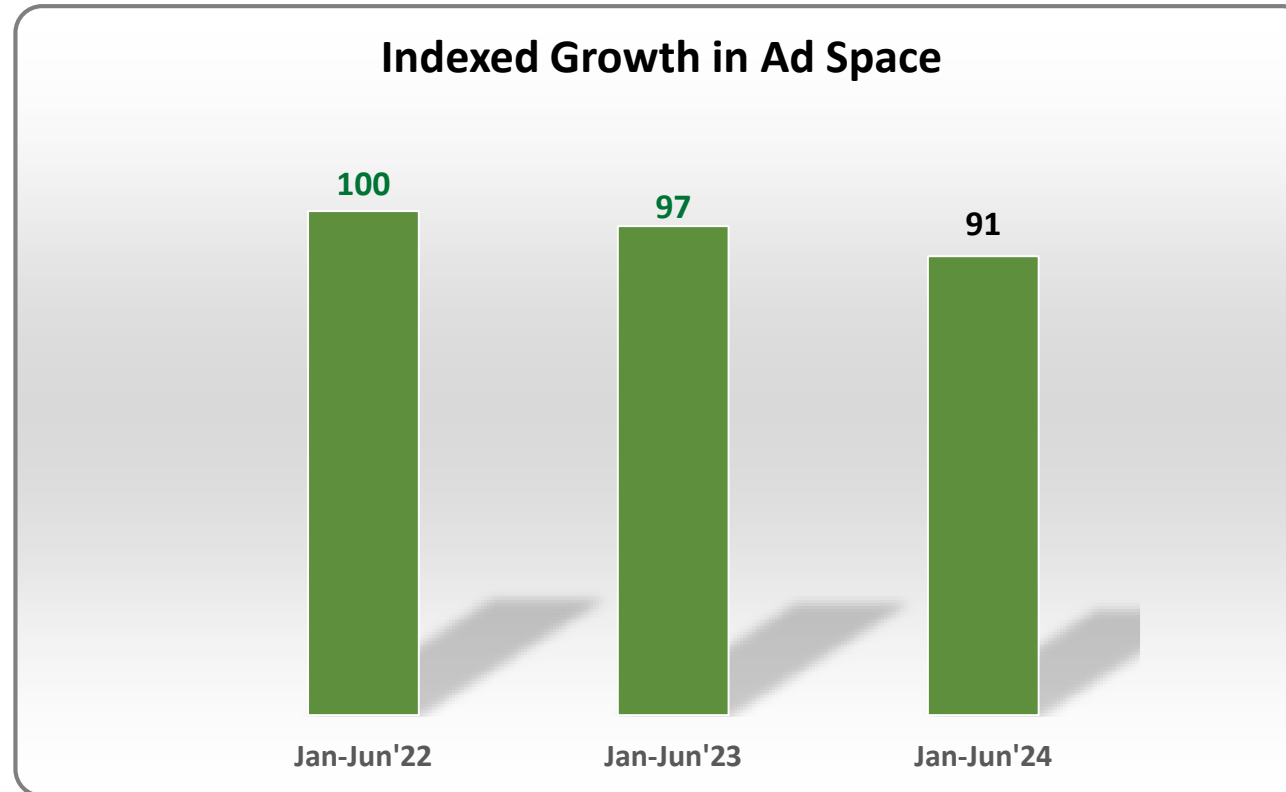
- Advertisers preferred **<20 secs** and **20-40 secs** ad sizes almost equally on TV.
- **< 20** seconds and **20-40** seconds ads together covered **87%** share of ad volumes during Jan-Jun'23.

02

Print



Ad Space for Consumer Durables/Home Appliances in Print



Index: Jan-Jun'22=100

- Print ad space for **Consumer Durables/Home Appliances** decline in both Jan-Jun'23 and Jan-Jun'24 by **3%** & **9%** respectively compared to Jan-Jun'22 whereas, ad space in Jan-Jun'24 had decreased by **6%** compared to Jan-Jun'23.

Top 10 Advertisers of Consumer Durables/Home Appliances in Print

Top 10 Advertisers	% Share
TTK Prestige India	41%
Stovekraft	21%
Havells India	8%
Franke Faber India	7%
Greenchef Appliances	4%
Hawkins Cookers	3%
Mittal Electronics (Del)	3%
United Metalik	1%
BPL	1%
Sony India	1%

- **TTK Prestige India** and **Stovekraft** retained its **1st** & **2nd** position with **41%** & **21%** share of ad space in Jan-Jun'24 compared to Jan-Jun'23.
- **Hawkins Cookers, Mittal Electronics (Del) & United Metalik** were the exclusive advertisers present in the top 10 list during Jan-Jun'24 over Jan-Jun'23.
- The top 10 advertisers covered **90%** share of ad space in Print medium during Jan-Jun'24.

Top 10 Brands of Consumer Durables/Home Appliances in Print

Top 10 Brands

Prestige Range
Pigeon Home Appliances
Lloyd Durable Range
Faber Kitchen Appliances
Greenchef Home Appliances
Sujata Appliances
Hawkins Futura Range Of Products
BPL Durable Range
Sony Range of Durables
Gilma Home Appliances

- During Jan-Jun'24, the top 10 brands collectively added **88%** share of category ad space.
- **Prestige Range** was **1st** with **41%** share of ad space in Jan-Jun'24.

Publication Language	% Share
Hindi	41%
English	23%
Telugu	8%
Marathi	6%
Kannada	6%
Other (8)	16%

- **Hindi** was the most preferred language with **41%** share of ad space. The top 5 Publication languages together added **84%** share of category's ad space.

Zone wise Advertising share of Consumer Durables/Home Appliances in Print



Zone	% Share
South Zone	33%
North Zone	30%
West Zone	23%
East Zone	14%

Top 2 Cities - South Zone
Bangalore
Chennai

Top 2 Cities - North Zone
New Delhi
Lucknow

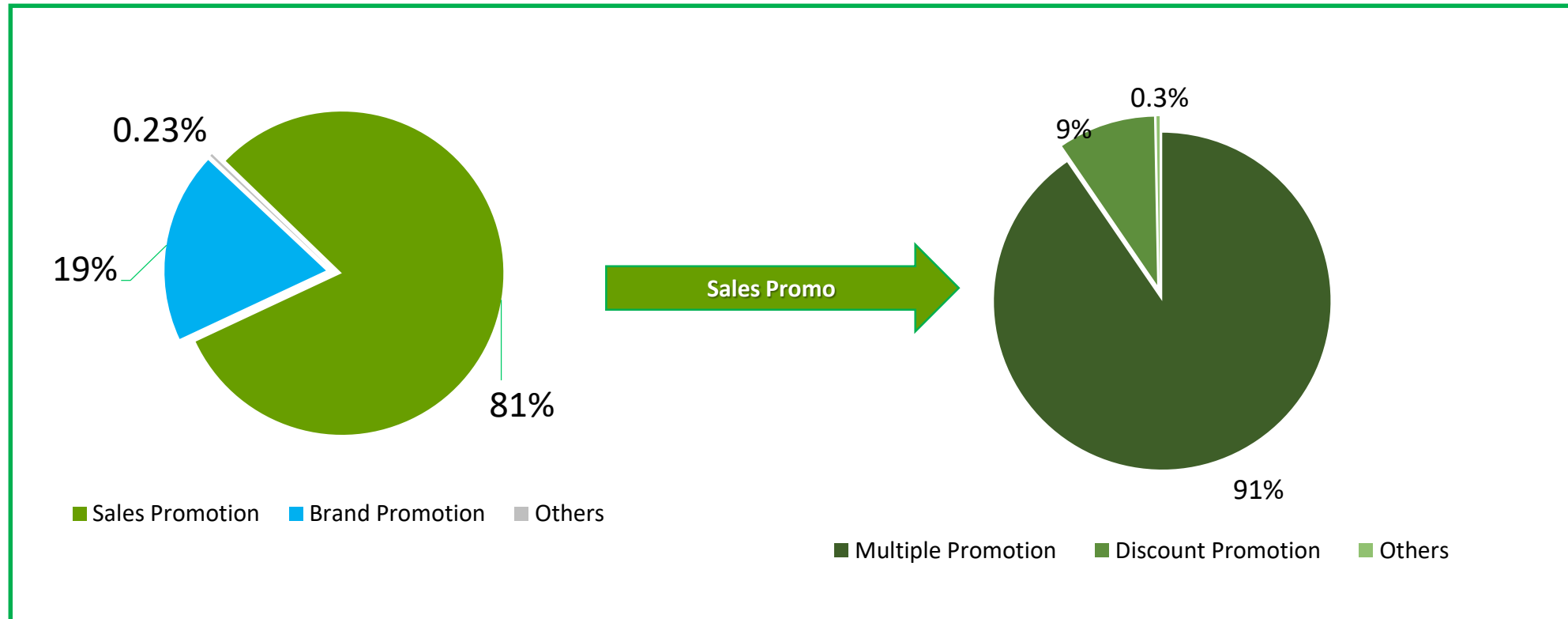
Top 2 Cities - West Zone
Mumbai
Aurangabad

Top 2 Cities - East Zone
Kolkata
Patna

- Among 4 zones, **South Zone** was the leading territory for **Consumer Durables/Home Appliances** advertising with **33%** share in Print closely followed by **North Zone** during Jan-Jun'24.
- New Delhi & Mumbai** were Top 2 cities in Pan India for the category advertising in Print.



Advertising Promotions of Consumer Durables/Home Appliances in Print



- **81%** share of Print ad space for **Consumer Durables/Home Appliances** category was with promotional offers during Jan-Jun'24.
- Among Sales Promotions, **Multiple Promotion** occupied **91%** share of ad space followed by **Discount Promotion** with **9%** share during Jan-Jun'24.

Top Advertisers of Sales Promotion for Consumer Durables/Home Appliances in Print

Top 10 Advertisers of Sales Promotion	% Share
TTK Prestige India	51%
Stovekraft	23%
Havells India	10%
Greenchef Appliances	4%
Hawkins Cookers	4%
Sony India	2%
Glen Appliances	1%
Sowbaghya	1%
Oplus Mobitech India	1%
Bajoria Appliances	1%

- Among the advertisers using promotional offers, **TTK Prestige India** was **1st** with **51%** share of ad space during Jan-Jun'24.

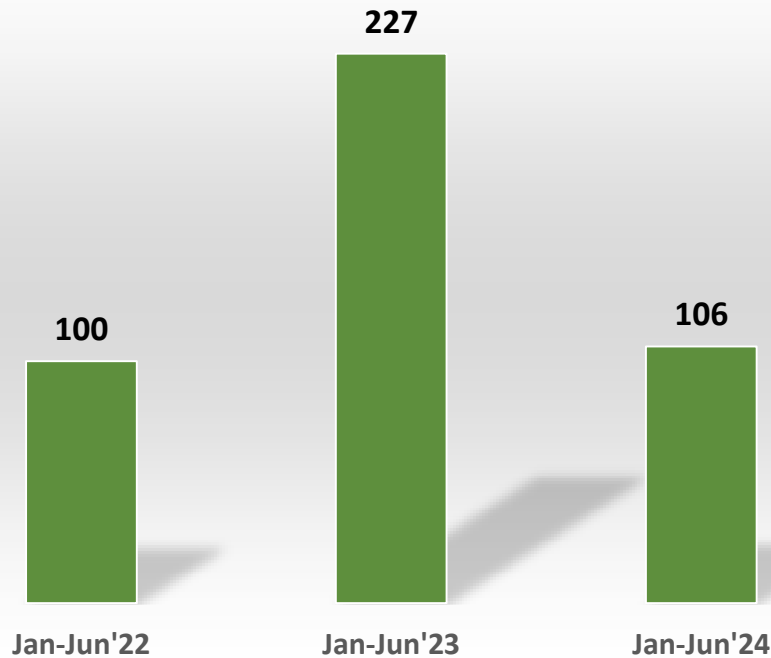
03

Radio



Ad Volumes' Trend for Consumer Durables/Home Appliances on Radio

Indexed Growth in Ad Volumes



Index: Jan-Jun'22=100

- On Radio, a growth of **6%** and **2.3 times** in category ad volumes was registered during Jan-Jun'24 and Jan-Jun'23 respectively compared to Jan-Jun'22.
- Compared to Jan-Jun'23, Ad volumes in Jan-Jun'24 decrease by **52%**.

Top 10 Advertisers of Consumer Durables/Home Appliances on Radio

Top 10 Advertisers	% Share
Samsung India Electronics	28%
Sharp India	14%
Canon India	13%
IFB Industries	12%
LG Electronics India	8%
Hella Infra Market	6%
Wonderchef Home Appliances	4%
Summercool Home Appliance	4%
Sony India	3%
Voltas	2%

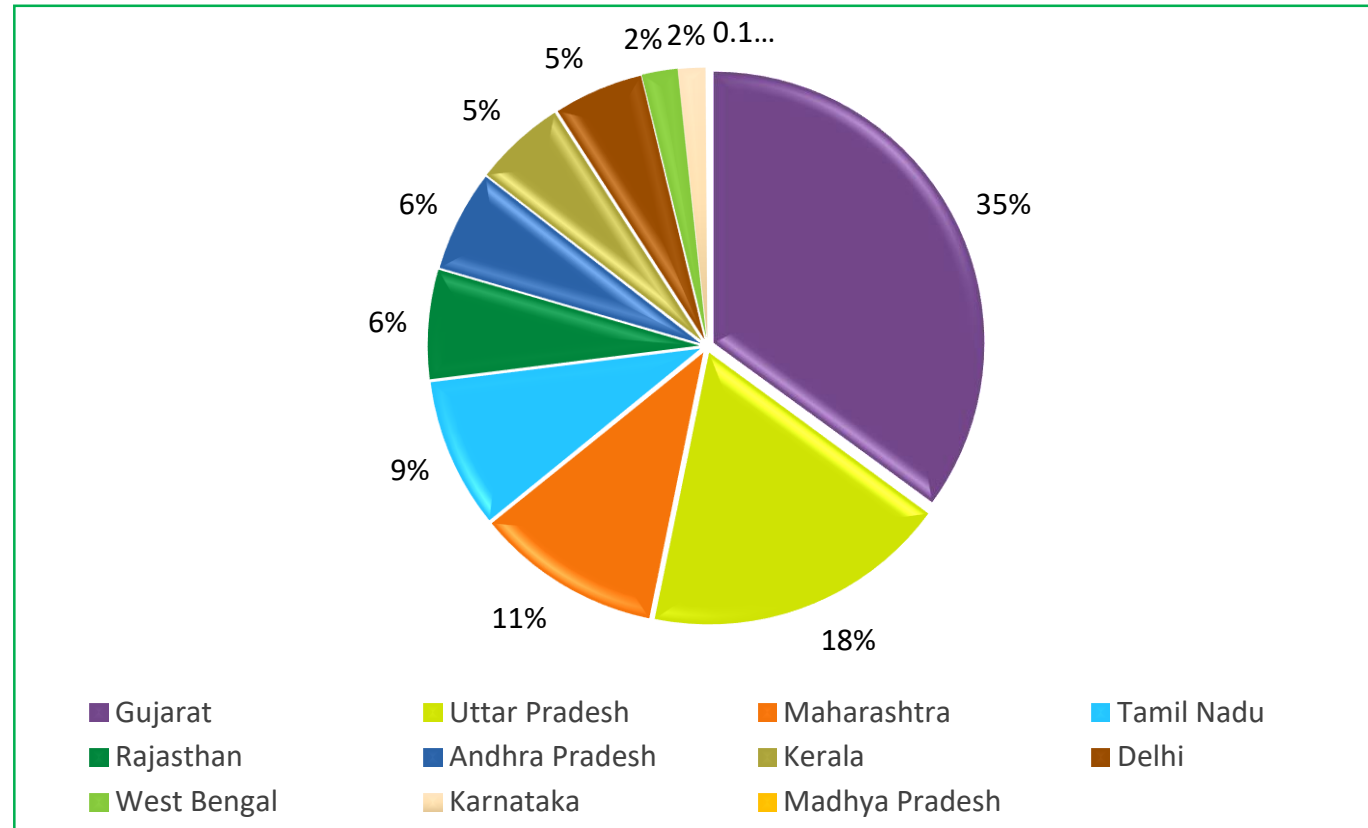
- **Samsung India Electronics** solely added **28%** share of category ad volumes in Jan-Jun'24.
- **Sharp India , Canon India, Hella Infra Market and Wonderchef Home Appliances** were the exclusive advertisers present in the top 10 list during Jan-Jun'24 compared to Jan-Jun'23.

Top 10 Brands of Consumer Durables/Home Appliances on Radio

Top 10 Brands
Samsung Experience Store
Sharp Durable Range
Canon Range(Printer/Copier/Camer)
Samsung Durable Range
LG Home Appliances
IFB Point
Ivas Durable Range
IFB Durable Range
Wonderchef Products
Summercool Durable Range

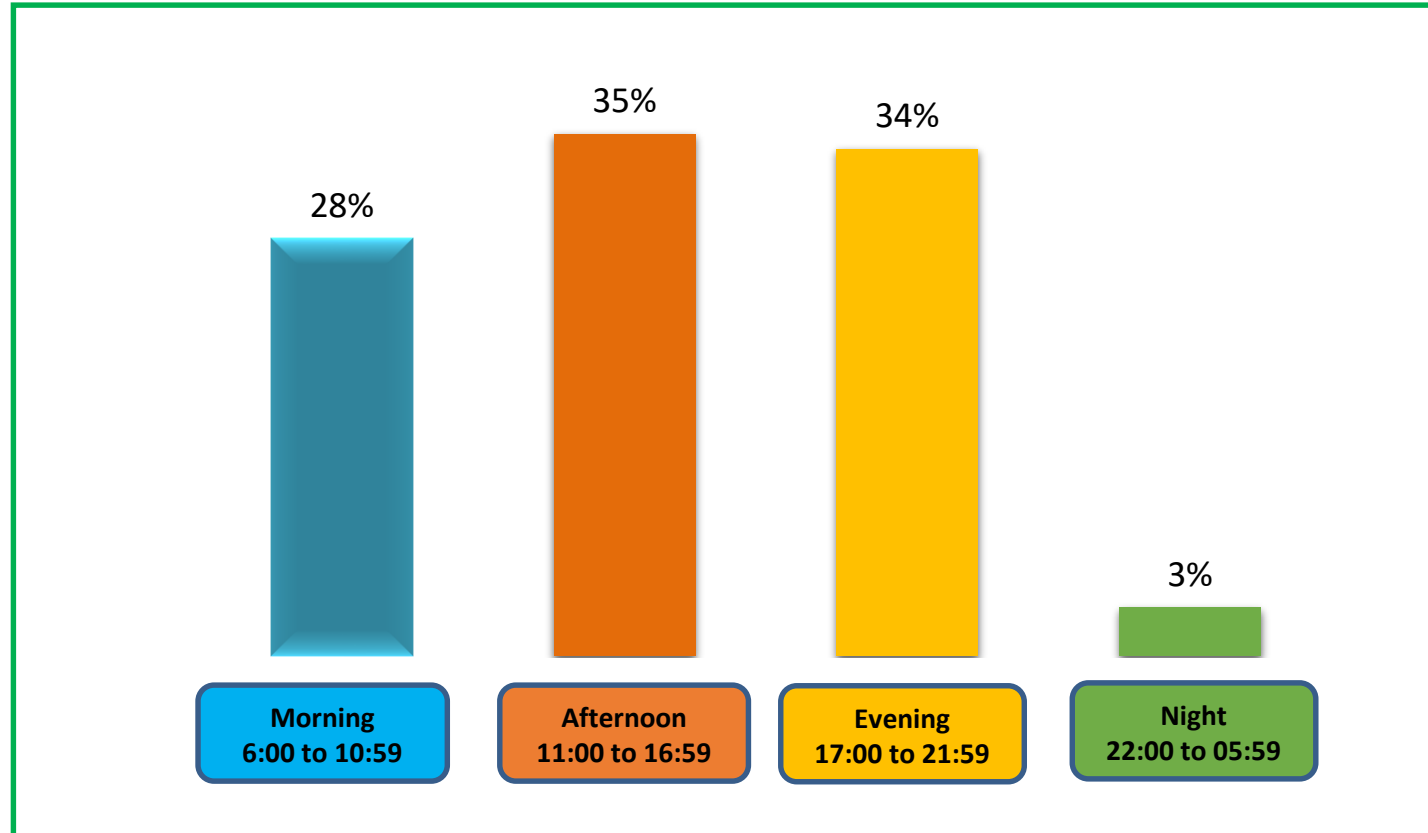
- The top 5 brands together covered **63%** share of ad volumes in Jan-Jun'24.
- **Samsung Experience Store** was **1st** in Jan-Jun'24 with **19%** share of category ad volumes on Radio.

State-wise share of Consumer Durables/Home Appliances advertising on Radio



- The Top 3 states occupied **64%** advertising share of ad pie for the **Consumer Durables/Home Appliances** category.
- **Gujarat** topped with 35% share of ad volumes in Jan-Jun'24.

Time band analysis for Consumer Durables/Home Appliances advertising on Radio



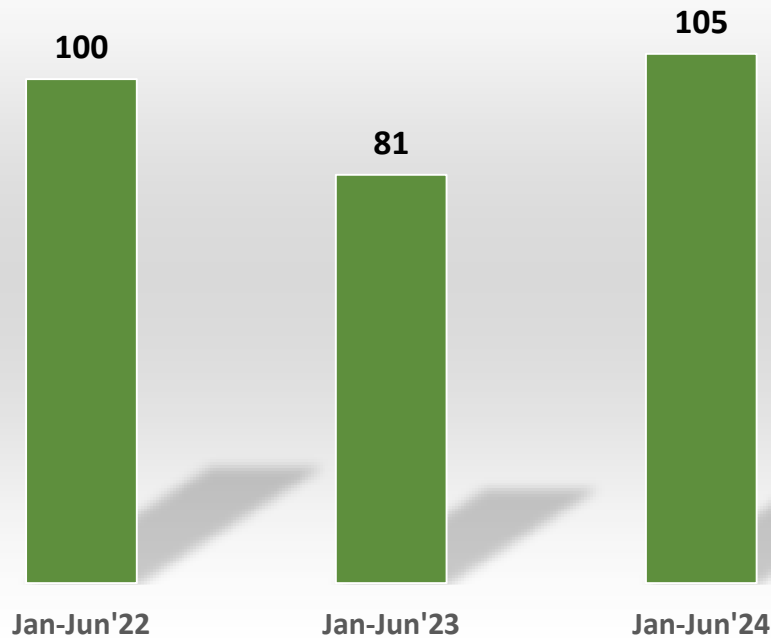
- Advertising for **Consumer Durables/Home Appliances** category was preferred in **Afternoon** and **Evening** time-bands on Radio.
- **Afternoon** and **Evening** time bands together covered **69%** share of ad volumes in Jan-Jun'24.

04

Digital



Indexed Growth in Ad Impressions



Index: Jan-Jun'22=100

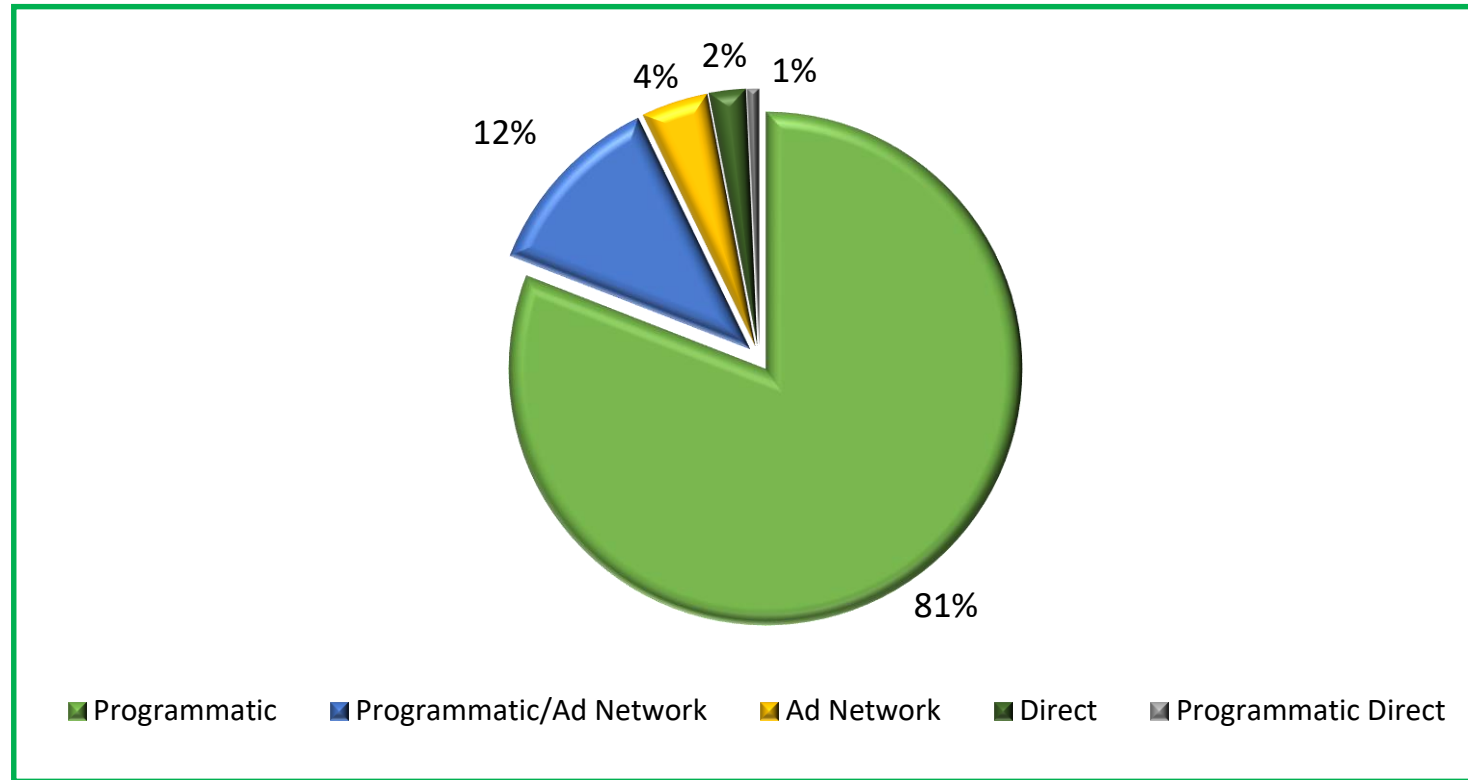
- Ad impressions during both Jan-Jun'24 saw a rise of 5% whereas Jan-Jun'23 witnessed drop of 19% compared to Jan-Jun'22.
- Ad impressions in Jan-Jun'24 increased by **30%** compared to Jan-Jun'23.

Top 10 Advertisers of Consumer Durables/Home Appliances on Digital

Top 10 Advertisers	% Share
Samsung India Electronics	25%
Oplus Mobitech India	9%
Asustek Computer Inc	8%
Havells India	7%
Realme Mobile Telecommunications (India)	7%
Hisense Inc	6%
LG Electronics India	6%
Xiaomi Technology India	6%
Haier Appliances (I)	4%
Acer India	3%

- **Samsung India Electronics** was on top with **25%** share of category ad impressions in Jan-Jun'24.
- The top 2 advertisers collectively added **34%** share of ad impressions in Jan-Jun'24.
- **Asustek Computer Inc** were the exclusive advertisers present in the top 10 list during Jan-Jun'24 compared to Jan-Jun'23.

Transaction Methods of Digital Advertising in Consumer Durables/Home Appliances



- Programmatic transaction method was the most utilized for Consumer Durables/Home Appliances ads on Digital solely contributing **81%** share of impressions.

DISCLAIMER

TAM has made every effort to ensure that the information in this report is appropriate/correct, however TAM does not assume and hereby expressly disclaim any and all liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause. The content of the report is only for information and awareness purposes only and not intended to substitute any professional advice regarding its usages. Before any reference or use of this report in manner kindly connect with TAM Media Research Pvt. Ltd. All rights including copyright reserved with TAM Media Research Pvt. Ltd.



Website Link: www.tamindia.com



For any queries write to: taminsights@tamindia.com