The results of a DuPont study commissioned by Iconoculture and conducted in India in 2012, reveal that India is forecast to be the 5th largest consumer market by 2025.

**Indian Consumer Laundry Study**

1. **Washing Machine Ownership by Household (Urban vs. Rural)**
   - 27.5% of households have washing machines.

2. **Washing Machine Ownership by City Size**
   - 9.8% in Tier 1 cities, 22.5% in Tier 2 cities, and 3.6% in Tier 3 cities.

3. **Washing Machine Ownership by Age**
   - 43% of households are aged between 21-34.

4. **Sales of Detergent by Category (by value)**
   - Automatic: 30%, Non-Automatic: 36%, Other Hand-Wash Detergent: 34%.

5. **Capital in Indian Laundry Knowledge**
   - 43% of respondents aged between 21-34 own a washing machine.

The East is seen as a volume-generating region, while low/middle-income consumers have seen a rise in unbranded products and sales of premium varieties. The West, where incomes and growing awareness due to education and product awareness, leads to increased discretionary buying decisions and includes Mumbai, Pune, Ahmedabad, Surat, Ahmedabad, and Patna. This region forms less than 25% of the national average and includes an additional 15% that does not have washing machine connections.

 вместе, wir können einreinere Ideen inspirieren.