

Non-Metro India Leads Home Appliance Boom at Amazon Great Indian Festival 2026



Chennai, 23 Oct 2026: Amazon Great Indian Festival 2026 is witnessing a surge in home upgrades, with shopping volumes growing more than threefold. Non-metro cities contribute over 60% of shopping volume and are growing twice as fast as metros, led by Lucknow, Jaipur, Patna, Guwahati, Coimbatore, Nagpur, Indore and Kochi.

Kitchen appliances are growing 3.4 times their average-day pace, while air fryers have reached 7.5 times and refrigerators above 300 litres 34 times. Dish washers have grown sevenfold, reflecting increasing interest in lifestyle-oriented appliances.

Home entertainment devices have surged 37 times their average-day pace, with smart TVs accounting for 65% of growth. Robotic vacuum cleaners are at 9.2 times, air purifiers at 5.2 times and connected lighting at 3.3 times their average-day pace. Washer dryers have reached 18 times and energy-efficient air conditioners 15 times their average-day pace.

International and Indian brands, including Samsung, LG, Philips, SharkNinja, De'Longhi, Lumio, Atomberg, Aquaguard and Wipro, are benefiting from the trend. No-cost EMI, exchange offers and instant bank discounts are encouraging customers to choose premium products.

Amazon is supporting product discovery through Rufus in eight Indian languages, Lens AI and price-tracking tools. More than six million customers have used Deal Alerts. The sale continues through the festive season, offering flat 50% off on over one lakh products and the year's lowest prices on over two lakh products across Home, Kitchen, Toys and Outdoors.

Axis Bank and ICICI Bank credit card and credit card EMI transactions qualify for a 10% instant discount, with additional Prime and Amazon Pay benefits.