

# India Google Projector Market Update 2025

A promising emerging Smart gadgets category

By Techarc



# Executive Summary

- The India Google projector market values a little over ₹77 crore for the calendar year 2025. This translates into sales of more than fourteen thousand (14,000) units of Google projectors.
- Google projectors now account for a little over 10% of the aggregate projector market, establishing a significant footprint alongside traditional home cinema and professional hardware.
- Thanks to homegrown brand Lumio which pioneered in this category of niche Google gadgets category, more than 73% of the Google projectors are Made in India. The India uptake from early inception is an encouraging trend paving way for India to become a major global player in this fast-emerging product category.
- The market for 2025 is led by Lumio with a 73.3% share, distantly followed by BenQ at 12.9%. The third spot by volume was taken over by Play at 6.4% market share during the period. Remaining 7.4% of the market is held by the other 3 players taking the total number of players serving the market to 6.
- User satisfaction aligns with market volume. Lumio leads with an average rating of 4.6, followed by Play at 4.4 and Xgimi at 4.3. The industry benchmark of customer ratings across brands stood at 4.3.

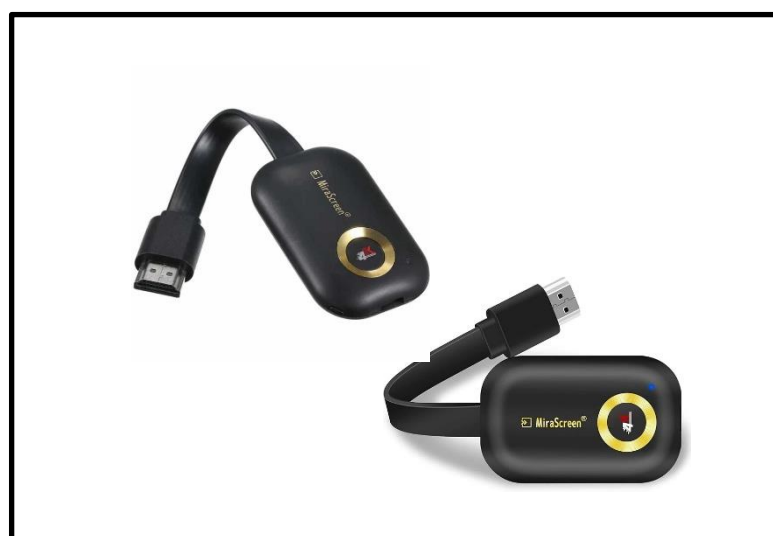
# What are Google Projectors?

Google projector is essentially a Smart TV in a box that can cast an image onto a wall or screen. Unlike traditional projectors that require a laptop or media player to be plugged in, Google projectors have a built-in operating system that is Google TV OS, OTT and entertainment apps, and connectivity over Wi-Fi, Bluetooth, etc.

Smart Projectors with Linux or proprietary OS. No ecosystem to leverage and unreliable about future upgrades and support.



HDMI Dongles for mirror casting from a smart device like smartphone, laptop, etc. Not a Smart Projector.



True Google Projectors leveraging Google TV which comes with reliable app ecosystem, predictable upgrade support and an ecosystem play with other gadgets.

**The scope of this report is limited only to true Google projectors.**

# Market Overview

Size by Value  
₹77 Crore

BRANDS  
6

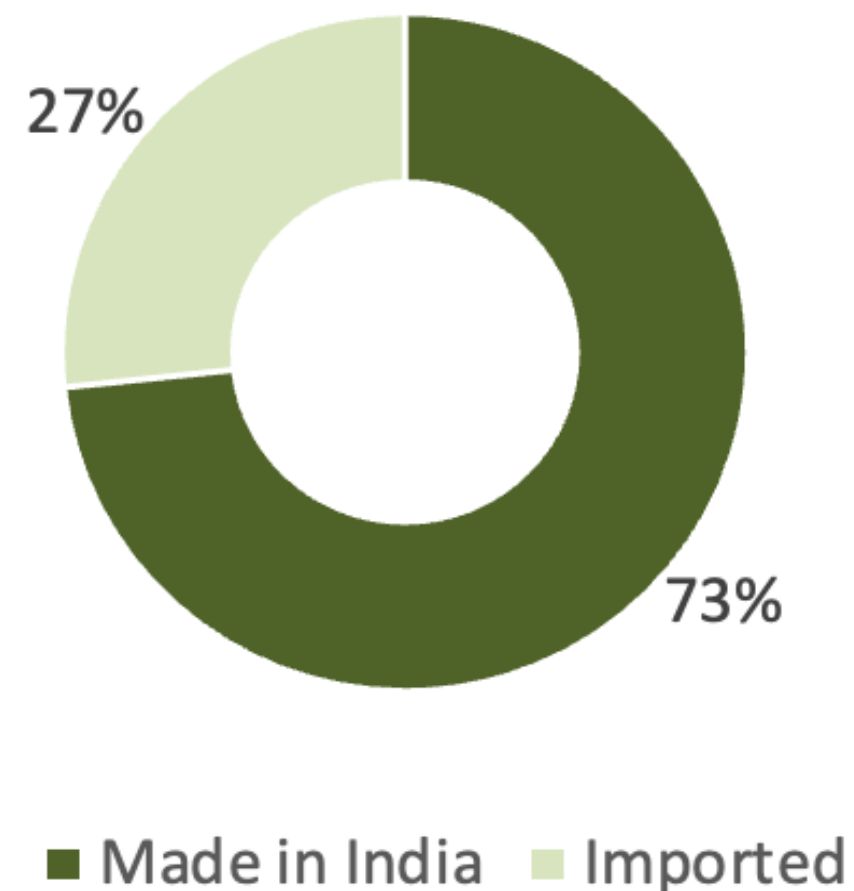
MODELS  
18

MADE IN INDIA  
73%

Size by Volume  
14,157

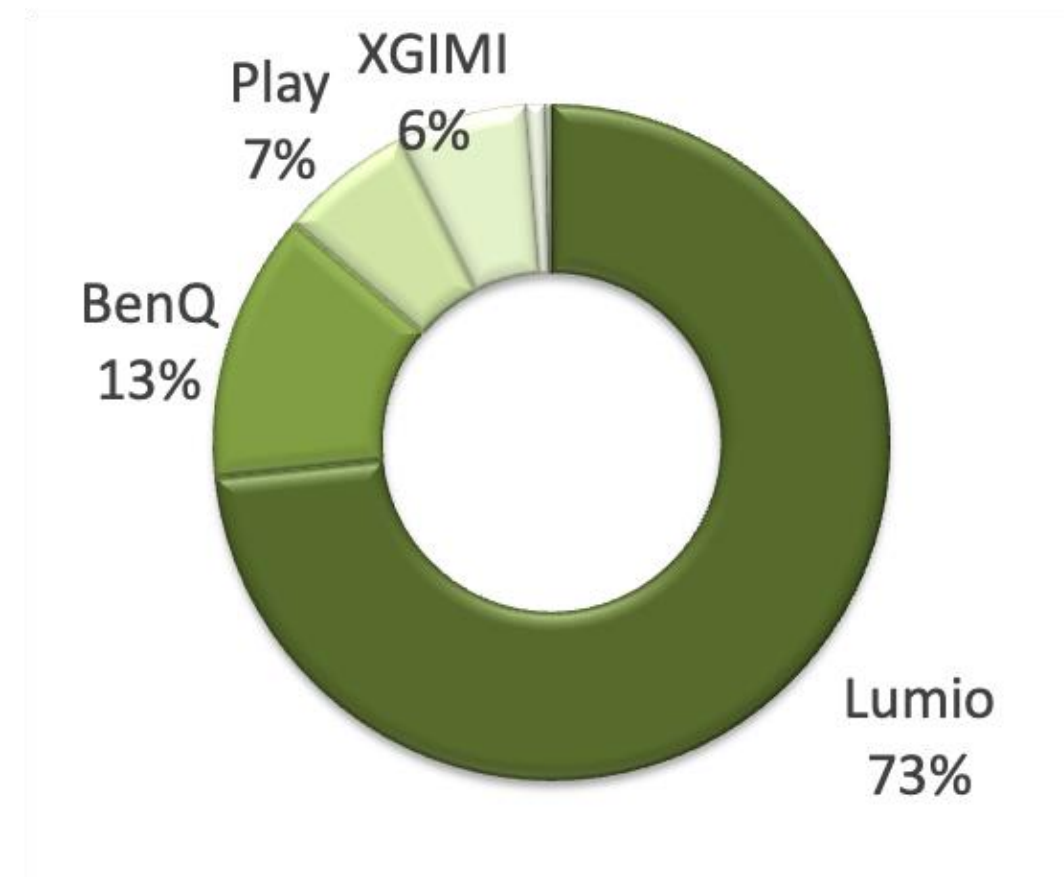
- With just a little over 10% of the projectors representing Google projectors, there is immense potential in this product category to grow and attract new players. Over the next 3-5 years, the market is likely to grow more than 50% in value each year crossing ₹580 crore by 2030. The unit sales are estimated to cross 1.38 Lakh units by the end of 2030.
- Factors like increasing trend of binge watching OTT content, personal cinema space, anytime cinema, proliferation of Smart and connected TVs, near 100% coverage and availability of high speed broadband, are among key drivers likely to result in this exponential growth of the market.

# Make in India



- Google Projectors (Google TV OS) already account for 73% of total volume through local manufacturing within just first year of its full-scale launch in India. Unlike other smart gadgets, where for initial years spanning anywhere between 5-10 years, the OEMs rely on imports to leverage low investments and quick to market, pioneers like Lumio have positioned India as a significant producer of domestic demand.
- As the market explodes worldwide, the strong take-off positions India in a competitive advantage in scaling up fast and producing for other countries marking exports in the category of Google projectors as well.

# Market Size and Market Shares

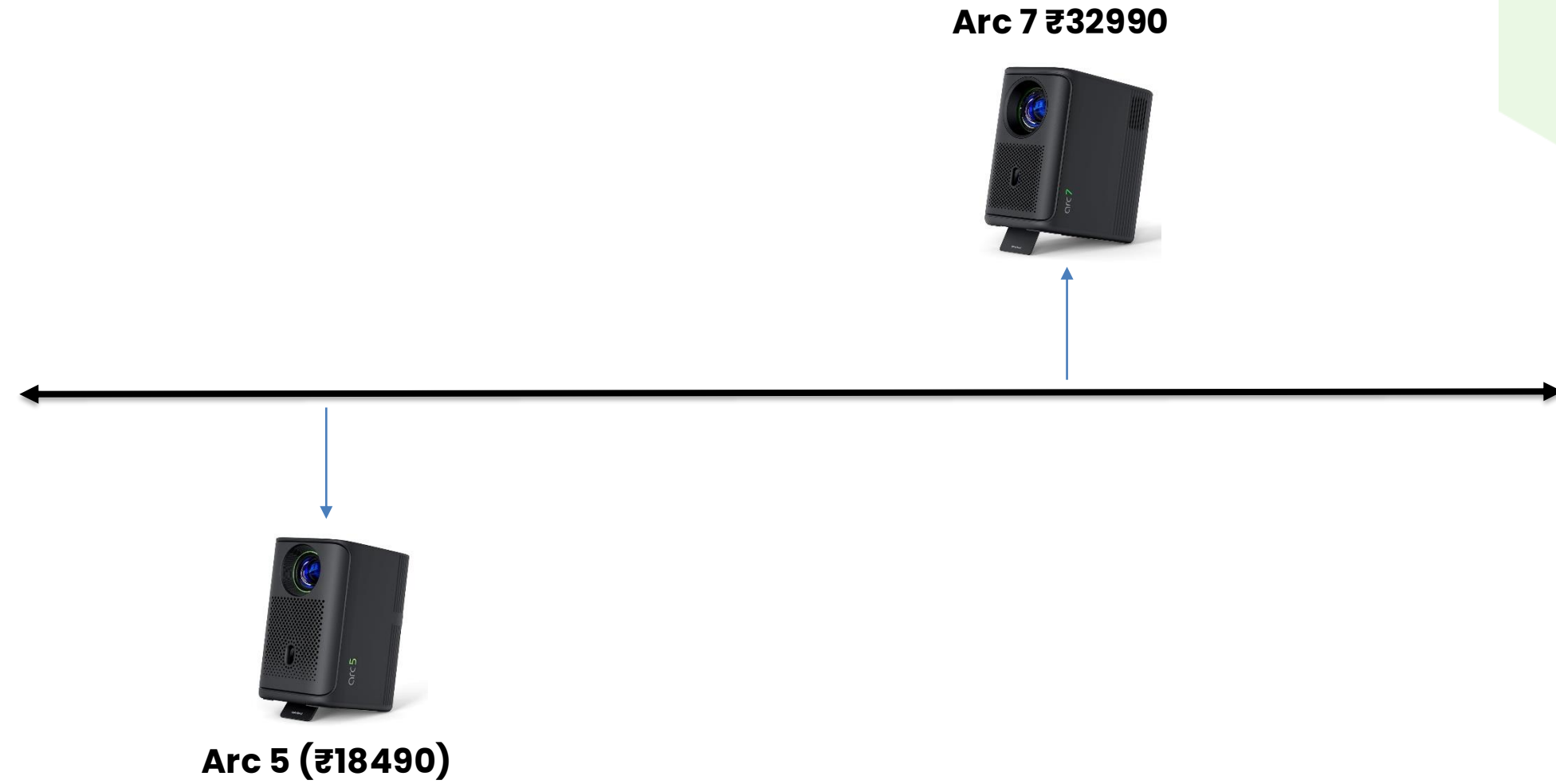


Brand	Units	Share
Lumio	10,382	73.3
BenQ	1,822	12.9
Play	900	6.4
XGIMI	880	6.2
Epson	131	0.9
Xming	42	0.3
<b>Total</b>	<b>14,157</b>	<b>100%</b>

- An estimated 14,157 units of Google projectors were sold in 2025 in India. These are powered by Android TV OS. In terms of revenues, this translated into over ₹77 crore from this very niche but promising category of smart devices.
- Lumio, which pioneered Google projectors based on Android TV OS in India commanded a significant, 73% of the market distantly followed by BenQ at 13%. Other notable players included Play and XGIMI with a little over 6% market share.
- Interestingly, incumbent projector brand Epson, had just 0.9% market share indicating the disruption in this product category is driven by new brands.

# Lumio

techarc



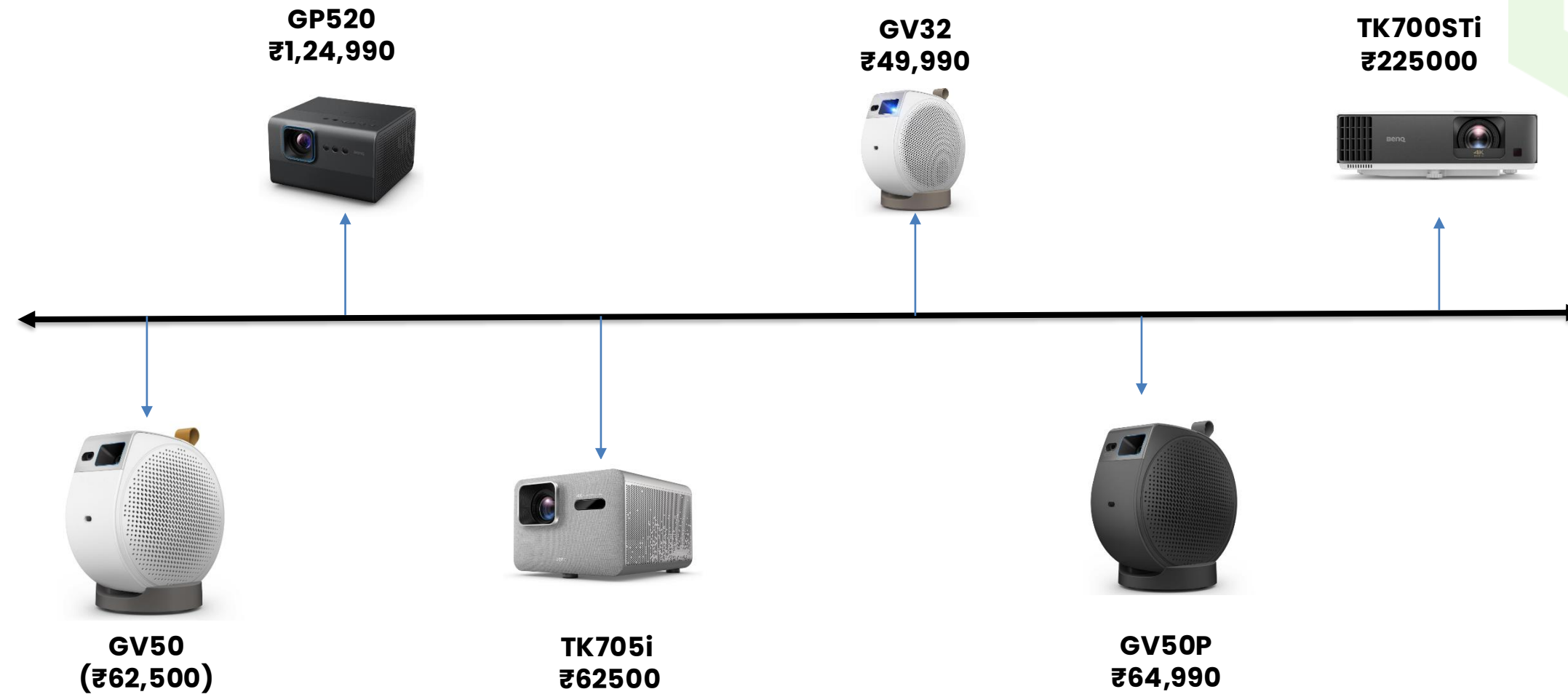
### Top 3 selling Google Projectors

Model	Units
Lumio Arc 5	7,183
Lumio Arc 7	3,199

Lumio has only 2 projector products to offer.

### Quick Profile

Lumio, a Circuit House Technologies brand was launched in 2025. It forayed with two products – Google projectors and smart TVs. The company designs and develops its products and collaborates with contract manufacturers for production.



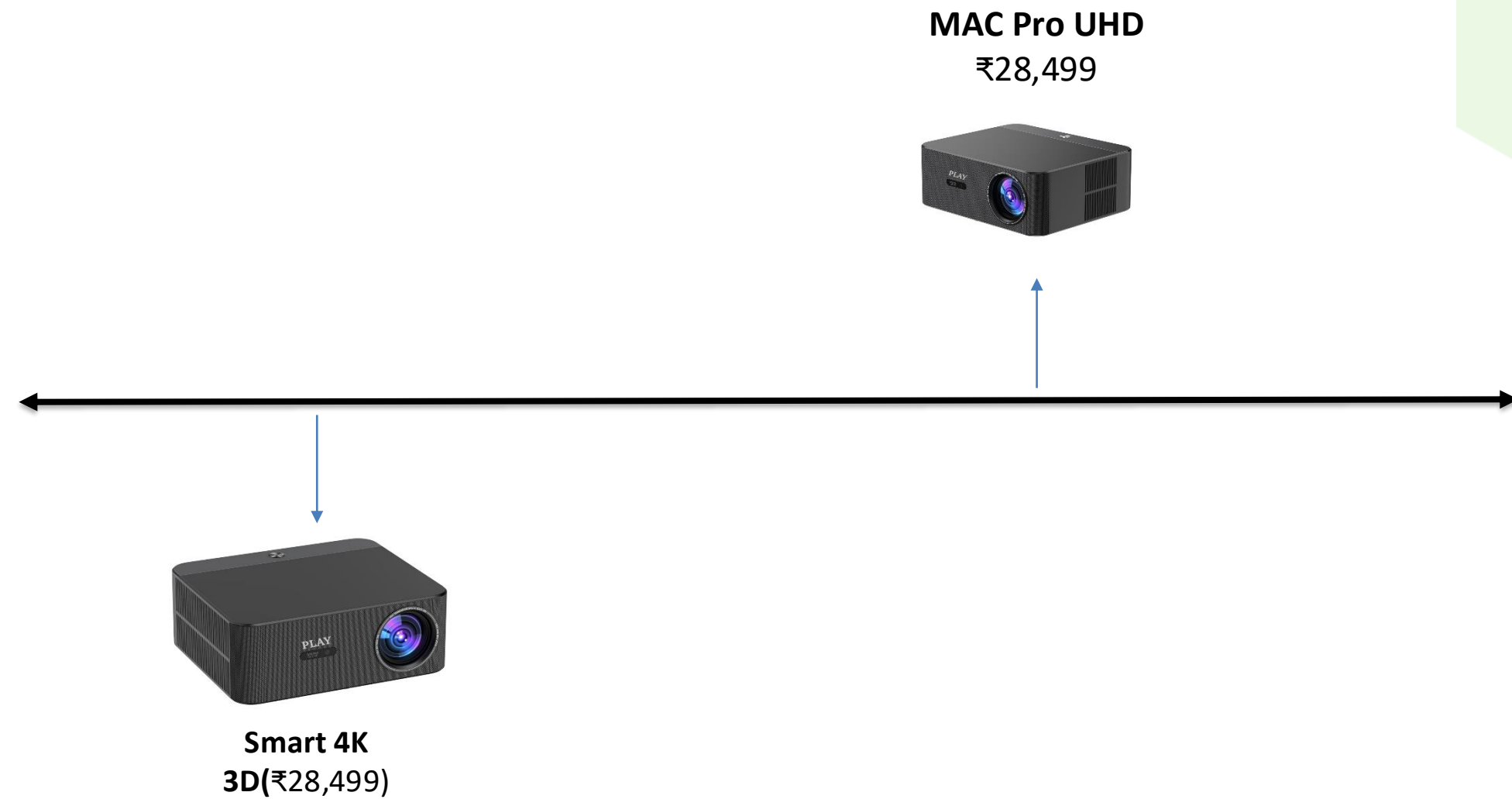
### Top 3 selling Google Projectors

Model	Units
BenQ GV50	1018
BenQ GP520	448
BenQ TK705i	132

### Quick Profile

- BenQ, a Taiwanese company founded in 2010 focusses on affordable segment of IT hardware. In 2024 it forayed in Google projectors.
- It offers a wider range of 6 models of Google projectors

# Play



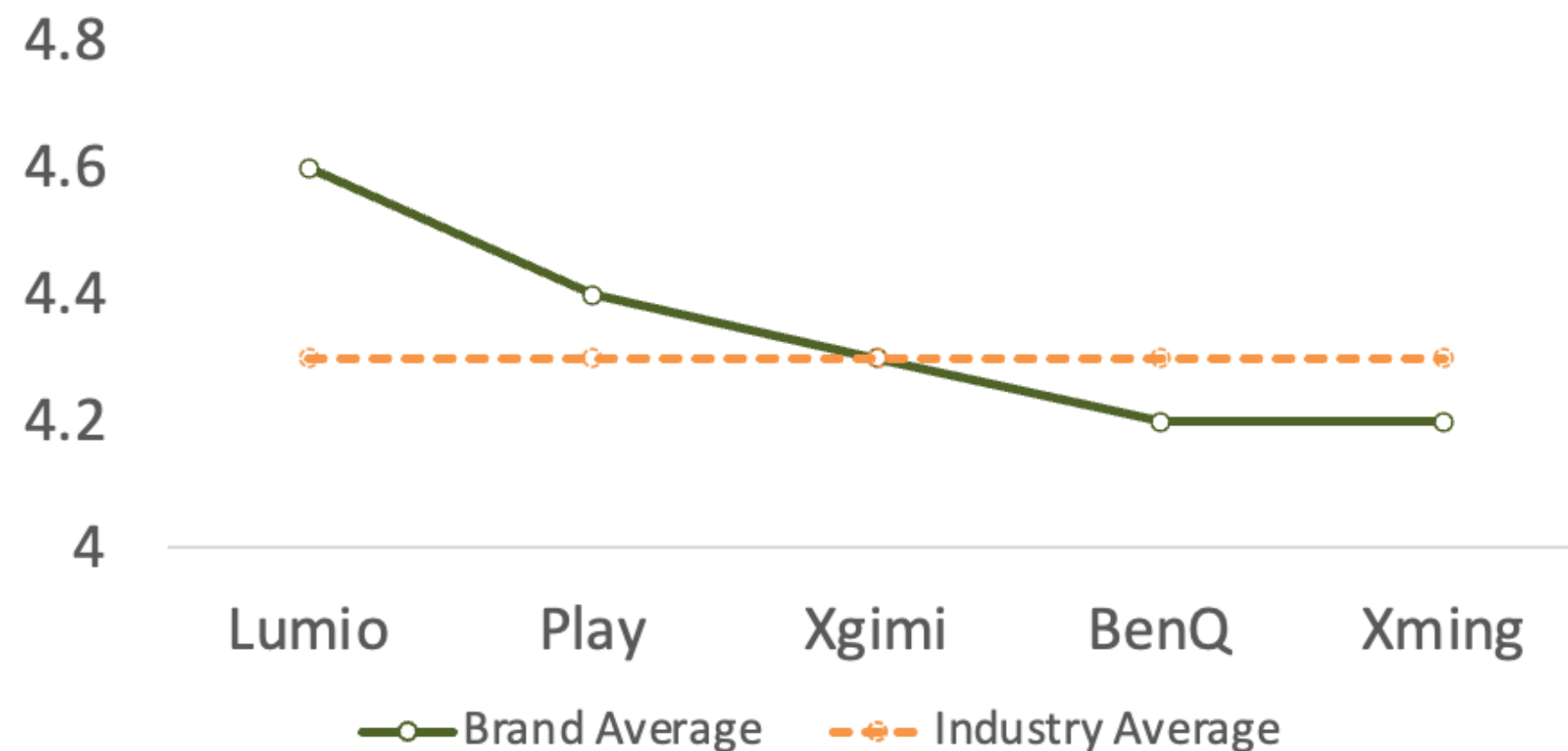
### Top 3 selling Google Projectors

Model	Units
Play Mac Pro UHD	500
Play Smart 4K 3D	400

### Quick Profile

Another Indian projector brand, Play specialises in high-performance Full HD, 4K, and 3D cinematic displays. Play currently offers two Google projector models.

# Customer Acceptance



- By customer acceptance, measured in terms of average customer rating across leading ecommerce marketplaces where these Google projectors are sold to the customers, Lumio leads in terms of customer appreciation with average rating of 4.6. This is 0.3 points above than the industry threshold of 4.3 points.
- The only other player to get a rating above industry threshold is Play with average rating of 4.4 points.
- BenQ and Xming score lower than the industry threshold at 4.2 points each.

# Conclusion

- The Google projector market is presently very small in relation to other established smart gadgets and devices. However, looking at the factors driving growth in it and the changing consumer behaviour with regards to consumption of content, especially OTT, this category offers a promising growth in coming years.
- The category pioneer, Lumio leads with a significant market share (73%) along with highest customer rating of 4.6 points out of maximum 5 points. At the same, Lumio being a homegrown brand designs its own products and then engaging contract manufacturers within India for production. This has given an early advantage for Make in India in the category with over 73% contribution by volume already coming from India.
- While there are 'workaround' Google projectors (using HDMI Dongle for OS) and Google projectors using Linux or proprietary operating systems, the market is likely to grow in favour of standardised true Google projectors which are powered by Android TV OS, as has happened over the years in other product categories, essentially smart TVs.

# Methodology

## 1. Secondary Research

With the help of secondary research, Google projector types were identified and the scope of this report defined as the Google projectors powered with Android TV OS..

A list of brands and models was identified and prepared for further analysis.



## 2. Market Size and Market Shares

The shipment data for Google projectors was analysed, cleaned and processed to estimate the market size and measure market shares of the players in Google projectors.

A market forecast was prepared using statistical techniques as well as reviewing the factors driving growth.



## 3. Consumer Acceptance

To get a pulse of how customers are perceiving this new category of Google devices, the consumer ratings of all the brands and models were captured from leading marketplaces and finally an average rating for the year 2025 was calculated to gauge consumer acceptance of various Google projectors.



## 4. Insights and Trends

Finally, a report was prepared capturing the insights and identifying the key trends tracing the journey of this product category in 2025 and likely course over the next few years.



# Thank You!

Techarc is a premier technology market research, data analytics and consulting firm in India. Primarily operating in consumer tech, auto tech and ecom / d2h domains, it serves leading companies in the respective sectors by supporting in decision making and bolstering data driven influence on stakeholders. Techarc verifies and validates technology prowess of all leading OEMs and ecosystem partners. Its benchmarking service 'TechMark' helps OEMs to stand out from the rest. Techarc's research is widely cited in leading technology and mainstream media. Its cumulative social media presence has crossed 50,000 followers and it delivers a weekly newsletter (TW@TA) to over 75,000 subscribers.

[www.techarc.net](http://www.techarc.net)

