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Booming Housing Sector in India

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Abstracts

India is one of the fastest growing real-estate markets in the world, which is not only attracting domestic real-estate developers, but also the foreign investors. Moreover, real-estate industry in India is addressing the demand for built-up space, from a variety of property segments, such as offices, housing units, shopping malls, hospitality industry, manufacturing sector and logistics parks, in which housing sector is undergoing a significant growth.

Our new report, “Booming Housing Sector in India”, observed that the housing segment of the Indian real-estate industry has shown strong growth despite global economic gloom. Moreover, with continuously rising population, growing aspirations, increasing nuclear families and rapid urbanization, the housing sector in India is anticipated to register a strong growth in the coming years.

Further, the report facilitates detailed information on housing market structure comprising of number of housing units, rooms, and ownership of flats by type. A comprehensive study on housing demand analysis segmented into Affordable, HIG, and Luxury housing has also been included in our report in which it has been found that affordable housing segment is expected to witness a strong demand of around 40% during 2012-2014.

In this report, we have also included forecast on faucets, tiles, switch, cement and steel, paint, bathroom fittings, furniture, floorings and modular kitchen industries which will help industry and its related players to get the complete 360 degree view of the industry. Besides, the report also includes city-level analysis (Mumbai, Delhi/NCR, Chennai and Kolkata) to help the industry players to monitor the estimated housing supply in these cities.

Additionally, it sheds light on technological developments which will help developers in

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tracking new and emerging technological innovations, as cutting prices is not always the right move to compete in the market.

Besides, based on our primary research which includes a survey of around 900 respondents, we identified and rated various factors influencing the customers in selecting a housing project. On the similar lines, we also conducted a primary survey on various developers to study the factors considered by them before choosing raw materials for construction. This will help the industry players in understanding the market behavior from both ends (consumer and developer).

The report also discusses the challenges hindering the exponential growth route of the industry for future. Furthermore, the report provides profiling of the major players including DLF, Unitech, Omaxe, Tata Housing, Puravankara, EMAAR MGF, Ansal Housing and Sobha Developers which will help clients to gain insights on their overall business, recent activities and their strengths and weaknesses. Overall, the report presents optimum information and balanced research outlook on the potentials of the Indian housing sector.

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