

# Indian Housing Sector Outlook 2020

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## Abstracts

The Indian real-estate sector has undergone huge transformations since its past. With rapid urbanization and increasing income levels, the demand and requirements of a home is continuously increasing. In order to tap the changing needs of home buyers, developers and real-estate players are coming up with new and innovative projects in the country.

Our new report, "Indian Housing Sector Outlook 2020", observes that the Indian housing industry has shown strong growth over the past few years. Moreover, rising purchasing power, continuously rising population, increasing investments in socio-economic infrastructures, rapid urbanization and migration of people from rural to urban areas are the main reasons boosting the housing sector, and it's anticipated to register a strong growth in the coming years.

The report provides a complete overview of the Indian housing market. All the current trends have been evaluated in the report. Furthermore, the report provides a profound knowledge of opportunities in the different industry verticals such as tiles, construction chemicals, modular kitchens, cement, paint, and so on. It also provides a list of major players and shares of the organized/unorganized sectors for these industries.

The report is segmented into two parts: Affordable and Luxury housing. Forecast for housing market potential and demand have been provided till 2020. Further, launches and units sold out have been given for each city, like Mumbai, National Capital Region, Chennai, Hyderabad, Pune and Bengaluru, along with their share of affordable and luxury housing.

Additionally, the report identifies and rates various factors influencing customers in selecting a housing project and the builder's perspective for selecting the raw material. The report also discusses major challenges in the growth route of the industry in future.

Furthermore, the report provides profiling of the major players including DLF, Unitech, Omaxe, Lodha Group and so on, which will help clients to gain insights into their overall business, recent activities, and strengths and weaknesses. Overall, the report presents optimum information and a balanced research outlook on the potentials of the Indian housing sector.

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