

India Home Furnishing Market By Product Type (Home Furniture (Bed, Table, Chairs, etc.), Home Textiles (Carpets & Rugs, Cushions, etc.), Wall Decor (Scenic Accent Wall, Rugged Walls)), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, and Non-Retail), By Region, By Company, Forecast & Opportunities, 2019-2029F

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Abstracts

India home furnishing market is anticipated to grow during the forecast period due to rising occupancy of residential real estates, the growing popularity of the modular kitchen concept, and the increasing number of home renovations.

India Home Furnishing Market Scope

Home furnishing includes rugs, furniture, cooking utensils, art objects, built-in ovens, wall-to-wall carpeting, stoves, and dishwashers. They enhance the attractiveness and comfort of various home spaces, such as bedroom, living room, and dining room.

Based on product type, the India Home Furnishing market is segmented into home furniture, home textile, and wall decor. The home furniture includes tables, chairs, beds, desktops, dressers, and cupboards, etc. that are all those things which are essential within a house to make it comfortable for living or working in. Home textile includes curtains, cushion covers, napkins, towels, bedsheets, table linen, bed linen, bedding and pillowcases, blankets, shower curtains, etc. The wall decor segment includes art, hanging planters, and photo frames, etc.

India Home Furnishing Market Overview

India Home Furnishing Market By Product Type (Home Furniture (Bed, Table, Chairs, etc.), Home Textiles (Carpet...

India's home furnishing market is a rapidly surging industry with demand for products such as bedding, curtains, towels, carpets, and kitchen textiles. The growth of the India home furnishing market can be attributed to several factors, such as the increasing demand for quality products, rising consumer awareness of home decor, and changing consumer preferences towards eco-friendly and sustainable products. The market is highly fragmented, with many small and medium-sized enterprises operating in the industry. However, there are multiple players such as Welspun India Limited, Trident Group, and The Bombay Dyeing & Manufacturing Co Ltd., which have a significant presence in the market. The e-commerce sector plays a crucial role in the growth of the India home furnishing market, with consumers increasingly using online platforms to purchase home decor products. In addition, the government's 'Make in India' initiative has encouraged in-house production, thereby promoting growth in the industry. In conclusion, with increasing consumer awareness and changing preferences, the industry is expected to expand and create new opportunities for both domestic and international players.

Furthermore, in terms of regions, India Home Furnishing is segmented into North, West, South, and East. Among these, the North region will have a significant share in the market during the forecast period due to increasing demand for eco-friendly products, growing home ownership, and rising availability of home decor products in the region.

India Home Furnishing Market Drivers

Major driver in the India home furnishing market is the rising residential real estate in the country. With the surging purchase of homes, there is a simultaneous increase in the demand for home furnishings and decor items.

Moreover, the growing preferences of the consumers for premium and luxury home furnishing products are also driving the India Home Furnishing market. To cater to the shifting consumer preferences, manufacturers have been encouraged to introduce high-quality, innovative products in the market. Also, Indian consumers are becoming more conscious of home decor and are looking for products that reflect their lifestyle and personality. They are seeking products that are not only functional but also aesthetically pleasing.

Therefore, introduction of new home furnishing products by the manufacturers in the country also fuels the growth of India cosmetics market during the forecast period. For instance, in the year 2022, the brand 'Amazing Home' launched its own line of furniture,

furnishing, and home decor products to provide a variety of consumers with appealing home decor solutions. Therefore, all these factors are driving the growth of India home furnishing market during the forecast period.

India Home Furnishing Market Trends

Major trend in the India home furnishing market is the increasing demand of eco-friendly fabrics among consumers. With the focus shifting towards sustainability, environmentally concerned consumers are decreasing their carbon footprint by purchasing locally and ethically sourced fabrics such as jute, khadi, and so on. Therefore, increasing environmental concern among the consumers drives the India Home Furnishing market during the forecast period.

Furthermore, the increasing popularity of home decor products has also become a major trend in the India home furnishing market. There has been a growing trend towards home decor and DIY home improvement, as more people are taking an interest in designing and decorating their homes to reflect their personal styles. Additionally, the growth of e-commerce has also contributed to the growth of the home furnishing market in India, with consumers being able to easily browse and purchase products from the comfort of their own homes.

India Home Furnishing Market Challenges

Major challenge in India home furnishing market is the stiff competition. As the home furnishing market in India is highly competitive, many players offering similar products making it difficult for new entrants to get a foothold in the market. Additionally, India Home Furnishing market is highly price-sensitive, and people often prioritize affordability over quality. This puts pressure on manufacturers to keep prices low, which can be challenging given the high cost of raw materials and labor.

Furthermore, Indian consumers have diverse design preferences, and it can be challenging for manufacturers to keep up with changing trends and styles. This can result in excess inventory and wasted resources which can hinder the growth of the India home furnishing market growth.

India Home Furnishing Market Opportunities

The India home furnishing market presents several opportunities for companies which are looking forward to expanding their presence in the country. The rise of e-commerce

in India has revolutionized the way consumers shop for home decor products. With the convenience and accessibility of online shopping, more consumers are turning to e-commerce platforms to purchase home furnishing products. This presents an opportunity for businesses to cater to the demand from the growing trend of in-house decor by creating an online presence or partnering with established e-commerce platforms.

Additionally, consumers are increasingly conscious of the environmental impact of their purchases and are seeking sustainable and eco-friendly products. Companies that offer such products can tap into this growing market segment and differentiate themselves from competitors.

Market Segmentation

The India home furnishing market is segmented into product type, distribution channel, and region. Based on product type, the market is segmented into home furniture, home textiles, and wall decor. The home furniture segment is further segmented into bed, table, chairs, etc. The home textiles segment is further segmented into carpets & rugs, and cushions, etc. The wall decor segment is further segmented into a scenic accent wall and rugged walls. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, specialty stores, online, and non-retail. Based on region, the market is segmented into North, West, South, East.

Market Players

Welspun India Limited, Trident India Limited, The Bombay Dyeing & Manufacturing Co Ltd., Alok Industries Limited, Himatsingka Seide Limited, D'Decor Home Fabrics Pvt. Ltd., Bella Casa Fashion & Retail Limited, Reliance Industries Limited, Godrej & Boyce Manufacturing Company Limited, and Wakefit Innovations Private Limited, etc. are the major market players in the India Home Furnishing market.

Report Scope:

In this report, the India home furnishing market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Home Furnishing Market, By Product Type:

Home Furniture

Home Textiles

Wall Decor

India Home Furnishing Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Non-Retail

India Home Furnishing Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India home furnishing market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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