

## Future of Wallcovering Products in India to 2015: Market Profile

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### Synopsis

- Market size and forecast of the Indian interior wallcovering products industry.
- Current, historic and forecast value and trends of the individual product categories.
- Description of distribution channels and user markets for the interior products industry.
- Details of the top interior product companies in India.

### Summary

'Future of Wallcovering Products in India to 2015: Market Profile' provides detailed market, category and company-specific insights into the operating environment for interior products manufacturers and retailers. This report is an essential read for anyone involved in operations or analysis of the interior product value chain, including product manufacturers, retailers, interior designers, raw material suppliers and industry analysts. The report is designed to provide a broad understanding of the interior products industry and specific detail on the performance of the key product categories. The report provides an indispensable source of market size, distribution and end-user segmentation analysis covering the Indian interior products industry.

### Scope

- Historical values for the interior wallcovering products industry for 2006-10 and forecast figures for 2011-15
- Supporting text on individual markets and values for categories for 2006-10 and forecasts till 2015
- Analysis of production, trade, distribution and consumption dynamics
- Profiles of top interior product manufacturers and retailers in India

### Reasons To Buy

- This report will help to inform your strategic business decisions using strong historic and forecast market sizing data
- This report will help you to understand manufacturing, trade, retail and demand-side dynamics of the India interior products market highlighting key market trends and growth opportunities
- This report will help you to assess the competitive dynamics of bathroom products in the interior product manufacturing and retail sectors

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### **COMPANIES MENTIONED**

Durian Industries Ltd.  
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Asian Paints Ltd.  
Godrej & Boyce Mfg. Co. Ltd.  
Havells India Limited  
The Bombay Dyeing & Manufacturing Company Ltd.  
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