



# Home and Garden in India

June 2025

Table of Contents

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for home and garden?

MARKET DATA

- Table 1 - Sales of Home and Garden by Category: Value 2019-2024
- Table 2 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement benefits from increasing disposable incomes, urbanisation and the growing popularity of DIY projects and eco-friendly solutions  
Asian Paints leads home improvement through a strong customer focus, innovation and wide service network  
Home improvement stores focus on transparent pricing, authentic products and customer-facing services

PROSPECTS AND OPPORTUNITIES

Innovations and energy-efficient solutions are expected to enhance the appeal of home improvement projects  
Smart technology in homes is on the rise, driven by technological advancements, higher disposable incomes and supportive government policies  
Eco-friendly home improvement gains momentum amidst rising environmental awareness and the demand for “greener” living spaces

CATEGORY DATA

- Table 10 - Sales of Home Improvement by Category: Value 2019-2024
- Table 11 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening is driven by urbanisation, rising environmental awareness and the popularity of sustainable, space-efficient solutions  
Bosch leads with innovative, durable solutions while Ikea India thrives through affordable, sustainable offerings and strong digital engagement

Home improvement and gardening stores lead distribution by offering specialised products, engaging experiences and one-stop convenience

PROSPECTS AND OPPORTUNITIES

- Urbanisation and sustainable living are set to drive growth opportunities in gardening
- Consumer demographics to influence gardening in India
- Technological innovations are set to transform gardening in India

CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2019-2024
- Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Gardening: % Value 2020-2024
- Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024
- Table 21 - Distribution of Gardening by Format: % Value 2019-2024
- Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic growth and India's expanding middle class drive the demand for high-quality, durable and aesthetically-pleasing homewares
- TTK Prestige leads while FnS International provides dynamism
- Specialist retailers dominate with a wide reach and quality product offer

PROSPECTS AND OPPORTUNITIES

- Omnichannel retail strategies are set to make homewares more accessible to a wider audience
- Innovations and high-tech product developments to improve the consumer experience and cater to modern lifestyles and preferences
- Consumer demand, supportive regulations and tech advancements to drive long-term growth for sustainable and biodegradable homewares

CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2019-2024
- Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 26 - Sales of Homewares by Material: % Value 2019-2024
- Table 27 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 29 - Distribution of Homewares by Format: % Value 2019-2024
- Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Indoor living dominates with beds the most dynamic performer as home furnishings thrives in India
- Godrej & Boyce heads home furnishings while Sheela Foam benefits from strong strategic campaigns
- Product variety, personalised services and strategic expansion characterise homewares and home furnishing stores

PROSPECTS AND OPPORTUNITIES

- Home furnishings is poised for significant development and growth over the forecast period
- Home furnishings' growth is set to be fuelled by a rising middle class, infrastructure investments, government support and retail modernisation
- Diverse consumer preferences and lifestyles to drive the demand for furniture

CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2019-2024

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Home Furnishings: % Value 2020-2024

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2021-2024

Table 36 - LBN Brand Shares of Light Sources: % Value 2021-2024

Table 37 - Distribution of Home Furnishings by Format: % Value 2019-2024

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2024-2029

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-and-garden-in-india/report](http://www.euromonitor.com/home-and-garden-in-india/report).