



Euromonitor
International

Home Improvement in India

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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

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Home and Garden in India - Industry Overview

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DISCLAIMER

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