



Euromonitor
International

Home Products Specialists in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Omnichannel integration transforming the browsing experience into a seamless purchasing journey
Home products specialists continues to see strong competition from e-commerce
Growth in pet ownership creates new market for premium products

PROSPECTS AND OPPORTUNITIES

Smart home technology displays might create interactive experiences that drive higher-value sales
Recurring revenue through pet care subscriptions, and the DIY trend set to drive growth
Ikea will continue to adapt its products to the local market to drive growth

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Retail in India - Industry Overview

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Price, and level of involvement in the buying process are leading parameters when choosing a retail channel
Evolving consumer preferences make an omnichannel presence imperative to drive strong demand
What next for retail?

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