

## **Home and Garden in India**

Market Direction | 2023-05-05 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2022, home and garden experienced a further dynamic increase in current value sales in India, following a strong rise in 2021. The country's rising inflation rate, which rose to 5.8% in 2022, encouraged consumers to be mindful of their purchases and spending. Nevertheless, Indian consumers still prioritised their homes and gardens, which drove growth.

Euromonitor International's Home and Garden in India report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home and Garden market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Home and Garden in India  
Euromonitor International  
May 2023

List Of Contents And Tables

### **HOME AND GARDEN IN INDIA**

#### **EXECUTIVE SUMMARY**

Home and garden in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

#### **MARKET DATA**

Table 1 Sales of Home and Garden by Category: Value 2017-2022  
Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022  
Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022  
Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022  
Table 5 Distribution of Home and Garden by Format: % Value 2017-2022  
Table 6 Distribution of Home and Garden by Format and Category: % Value 2022  
Table 7 Forecast Sales of Home and Garden by Category: Value 2022-2027  
Table 8 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **GARDENING IN INDIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Consumers have a growing interest in gardening  
Organic pest control gains momentum amongst Indians  
Terrace gardening is a growing trend amongst Indian consumers

#### **PROSPECTS AND OPPORTUNITIES**

Government initiatives to boost sales of gardening products in India  
Sustainable practices and innovations are the future in gardening

#### **CATEGORY DATA**

Table 9 Sales of Gardening by Category: Value 2017-2022  
Table 10 Sales of Gardening by Category: % Value Growth 2017-2022  
Table 11 NBO Company Shares of Gardening: % Value 2018-2022  
Table 12 LBN Brand Shares of Gardening: % Value 2019-2022  
Table 13 Distribution of Gardening by Format: % Value 2017-2022  
Table 14 Forecast Sales of Gardening by Category: Value 2022-2027  
Table 15 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

### **HOME FURNISHINGS IN INDIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Home furnishings witnesses value growth in 2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

A surge in demand for home office furniture

LED lamps witnesses a rise in demand in 2022

#### PROSPECTS AND OPPORTUNITIES

Sustainability will be a key driver of sales in home furnishings in India

Sofa beds forecast to grow in home furnishings

#### CATEGORY DATA

Table 16 Sales of Home Furnishings by Category: Value 2017-2022

Table 17 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 19 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 20 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 21 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 22 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 23 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

#### HOME IMPROVEMENT IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Home paint is on the rise due to desire for home improvement

Lacquer and varnish demanded for home renovations in 2022

Decorative paint witnesses strong demand within home improvement

#### PROSPECTS AND OPPORTUNITIES

Power tool accessories forecast to see dynamic growth

Sustainability a growth prospect in home improvement

#### CATEGORY DATA

Table 24 Sales of Home Improvement by Category: Value 2017-2022

Table 25 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 27 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 28 Distribution of Home Improvement by Format: % Value 2017-2022

Table 29 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 30 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

#### HOMEWARES IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Homewares witnesses a constant value decline over 2019-2022

Dinnerware witnesses a significant decline during the pandemic

Stove top cookware declines in popularity amongst Indian consumers

#### PROSPECTS AND OPPORTUNITIES

Ovenware set to witness growth in India

Sustainable ovenware products set to see rising demand

#### CATEGORY DATA

Table 31 Sales of Homewares by Category: Value 2017-2022

Table 32 Sales of Homewares by Category: % Value Growth 2017-2022

Table 33 Sales of Homewares by Material: % Value 2017-2022

Table 34 NBO Company Shares of Homewares: % Value 2018-2022

Table 35 LBN Brand Shares of Homewares: % Value 2019-2022

Table 36 Distribution of Homewares by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 37 Forecast Sales of Homewares by Category: Value 2022-2027

Table 38 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

## Home and Garden in India

Market Direction | 2023-05-05 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com