

## **Home Improvement in India**

Market Direction | 2023-05-05 | 17 pages | Euromonitor

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### **Report description:**

Within home improvement, home paint witnessed growth in current value terms in India during the pandemic and into 2022. As COVID-19 led people to spend more time at home, they began to notice the need for home repairs and renovation. This resulted in a surge in demand for home paint in current value terms and value terms at constant 2022 prices over the period 2019-2022, as consumers started to redecorate and improve their homes. In addition, the growth of the real estate industry and increasing...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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.

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