

India Home Furniture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The India Home Furniture Market size is estimated at USD 17.33 billion in 2025, and is expected to reach USD 26.42 billion by 2030, at a CAGR of 8.8% during the forecast period (2025-2030).

India is the fifth-largest exporter and the fourth-largest consumer of furniture in the world. The country's rapid urbanization drives the Indian furniture industry. Many of the young generation are moving to cities for better jobs and quality of life. This indicates that people are looking for furniture in their apartments and studios. The increase in disposable income is a major factor that allows people to invest in quality furniture that will last for a long time. There is a growing interest in modern or trendy furniture that may improve the look of the place and provide all the functionalities.

The growing per capita incomes of the middle class are driving the home furniture market in India. The growth of the infrastructure sectors, such as real estate and tourism, also drives the demand for commercial furniture. India is known for its carved furniture and other specialized wood furniture.

Brands seek to expand their reach through local distribution partnerships and independent stores in major cities. The market is wider than the high street, as online retailers have carved out a niche in this segment. Furniture has always been a vital part of home renovation. The furniture category has been doing quite well with the surge in residential property sales and the growing demand for a well-maintained home and stylish interiors.

Home Furnishing in India Market Trends

Rising Demand for Modular and Semi-modular Kitchen Furniture Driving Growth in the Indian Home Furniture Market

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The Indian home furniture market has witnessed significant growth, driven prominently by the increasing demand for modular and semi-modular kitchen furniture. This segment has emerged as a robust market driver, characterized by its versatility, functionality, and aesthetic appeal. Modular kitchen furniture, known for its customizable features and efficient use of space, appeals to urban dwellers seeking modern living solutions. Semi-modular kitchen furniture offers a balance of affordability and customization, catering to a broader consumer base across different income levels.

The surge in revenue, quantified in USD million, highlights the significant impact of modular and semi-modular kitchen furniture on the Indian home furniture market. This growth is propelled by increasing disposable incomes, evolving lifestyles, and a preference for organized retail platforms that provide diverse furniture options. Manufacturers introduce novel materials and designs as the market expands to meet rising demand. This innovation meets consumer needs and stimulates interest in modular and semi-modular kitchen furniture across residential and commercial segments in India.

E-commerce's Expansion Driving the Indian Home Furniture Market

E-commerce has become a driving force behind the expansion of India's furniture market. As internet connectivity and smartphone adoption continue to rise, more consumers are opting to purchase furniture online. This trend is fueled by the convenience of browsing extensive product selections, comparing prices, and reading customer reviews.

E-commerce platforms present a wide array of furniture options, ranging from economical to high-end designs, catering to diverse consumer preferences. This accessibility has broadened the market's geographical reach beyond urban centers and made quality furniture more accessible to customers in smaller towns and rural areas.

The efficiency of e-commerce logistics ensures swift deliveries, often accompanied by enticing discounts and promotions, which further motivate consumers to shop online. Consequently, the Indian furniture market is witnessing robust growth, driven by the convenience, variety, and cost-effectiveness of e-commerce platforms.

Home Furnishing in India Industry Overview

The Indian home furniture market exhibits a fragmented landscape. The competitive landscape of the Indian home furniture market features key players such as Godrej Interio, who are known for their versatile residential and office solutions. Nilkamal Furniture offers durable and affordable options, while Damro Furniture focuses on contemporary designs and craftsmanship. Durian Furniture caters to premium segments with luxurious offerings, and Spacewood Furnishers Pvt. Ltd specializes in modular furniture systems. Each company brings distinct strengths to meet diverse consumer demands regarding style, quality, and pricing, shaping a competitive environment driven by innovation and customer-centric strategies.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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