

## **India Chair Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook 2025-2034**

Market Report | 2025-07-14 | 130 pages | EMR Inc.

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### **Report description:**

The market size of chairs in India reached a value of approximately USD 821.50 Million in 2024. The market is expected to grow at a CAGR of 7.60% between 2025 and 2034, reaching a value of USD 1708.95 Million by 2034.

#### **India Chair Market Growth**

A chair is a type of furniture designed for comfortably seating one individual at a time. Chairs usually have four legs and can have arm rests and a support for the back and are available in a variety of designs and materials for different environments. The increasing global population and growing urbanisation along with the expanding corporate sector are heightening the demand for chairs in residential, commercial, and hospitality end uses.

#### **India Chair Market Trends**

Rising technological advancements in chairs such as development of chairs with features like built in USB ports and wireless charging support, among other innovations, is further contributing to the growth of the chair market in India.

Moreover, people in India are becoming conscious of the environmental impact of the products they use, which is increasing the demand for chairs made from sustainable materials such as reclaimed wood or recycled plastic .

#### **Recent Development in India Chair Market**

In April 2024, The Sleep Company, which is India's leading brand for comfort solutions, launched new chairs under the brand 'ErgoSmart', which are designed keeping humans body language in mind. These chairs feature company's patented SmartGRID technology which provides even pressure distribution, more comfort, and improved postures. This new launch can help The Sleep

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Company to almost double its market share of chairs within two years.

## Industry Outlook

### An Expanding Construction Sector and Rising Startup Ecosystem Aid the Market Growth

The rising population growth, urbanisation, and expanding commercial activities presents a dynamic landscape for the market of chairs in India. United Nations projects India's population to be 1.64 Bn by 2047. An estimated 600 million people are likely to be living in urban centres by 2030, creating a demand for 25 million additional mid-end and affordable units. In the third quarter of 2023, the construction sector in India experienced significant growth, expanding by 13.3% compared to the same period in 2022. This robust growth also represented a 7.9% increase from the previous quarter, making a substantial contribution to the country's GDP. There was a notable 24% increase in the launch of new residential projects, reflecting strong demand in the real estate market. The buoyant construction sector not only drives economic growth but also boosts demand for various products, including chairs and can positively impact the chair business market in India.

## Chair Industry Statistics in India

The Startup India initiative, launched by the Government of India in 2016, is a comprehensive program aimed at fostering entrepreneurship and supporting new ventures across various sectors in India. A growing number of startups in India can also increase the India chair market value. As of December 2023, the Department for Promotion of Industry, and Internal Trade (DPIIT) recognised startups in India stood at 1,17,254. Maharashtra led the country with 5,801 startups in 2023, demonstrating its position as a robust entrepreneurial hub. Gujarat followed with 3,291 startups in 2023, a significant increase from 2,262 in 2022, reflecting strong growth. As per India chair industry analysis, Delhi had 3,150 startups, maintaining its status as a key player in the startup ecosystem. Karnataka showed impressive growth, rising from 1,566 startups in 2019 to 3,032 in 2023, indicating effective support policies and a thriving entrepreneurial environment. Overall, India saw a surge in startups from 10,604 in 2019 to 34,779 in 2023, highlighting rapid development in its startup ecosystem.

## What Factors are Driving the India Chair Market Expansion?

- An expanding construction sector.
- Robust growth in the startup ecosystem across various Indian states and union territories is positively influencing chair demand growth.
- Manufacturers offer consumers chairs in a variety of designs, materials, and functionalities.
- Availability of skilled craftsmen and artisans enhances product quality and innovation.
- Competitive pricing due to lower production and labor costs.
- Rising interest in smart and ergonomic furniture is expected to open new chair market opportunities.
- Increasing urbanisation and rising disposable incomes boost domestic demand.
- Growing global demand for quality furniture presents export opportunities.
- Expansion of online retail channels increase market reach.

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- Supportive policies like 'Make in India' promote local manufacturing.

#### What Challenges are Impacting the India Chair Market?

- Highly fragmented with many unorganised players leads to inconsistent quality standards.
- Inefficiencies in the supply chain can lead to delays and increased costs.
- Stringent regulations on wood and other raw materials can affect production and impact the overall chair industry revenue.
- Slow adoption of advanced manufacturing technologies affecting productivity.
- High competition from both domestic and international players.
- Economic downturns can impact consumer spending on furniture.

#### Key Price Indicators in the India Chair Market:

- Fluctuations in the prices of raw materials such as wood, metal, plastic, and upholstery fabrics directly impact chair prices.
- Labour costs, production technology, and manufacturing efficiencies influence the overall cost structure.
- Prices vary based on ergonomic design, added features like adjustability, durability, and aesthetic appeal.
- Established brands with higher quality standards typically command premium pricing.
- Consumer preferences, trends, and seasonal demand affect pricing strategies and simultaneously the growth of India chair industry.
- Tariffs on imported materials or finished products can increase costs.
- Transportation and distribution costs play a crucial role in final pricing.
- Overall economic health, including inflation rates and consumer spending power, impacts chair market dynamics and trends related to pricing.

#### Competitive Factors in the India Chair Market

- Continuous development of advanced materials and technologies for improved customer comfort.
- Strong brand identity and strategic advertising to enhance visibility and appeal.
- Adoption of high manufacturing standards, durable materials, and reliable product performance, often backed by warranties can propel the growth of India chair market.
- Competitive pricing strategies that balance affordability and meet consumer expectations for quality and cost.

- Use of eco-friendly materials and sustainable production processes to attract environmentally and socially conscious consumers can influence chair demand forecast.
- Efficient supply chain management and widespread availability through multiple retail channels.
- Excellent customer service and support, including flexible return policies and responsive communication have helped in expanding the market size of chair business in India.

#### Key Players in the India Chair Market and their Strategic Initiatives

##### - Godrej Interio

- ??- Focuses on innovative designs and ergonomically designed chairs.
- ??- Emphasises sustainable manufacturing practices and eco-friendly products.
- ??- Enhances customer experience through virtual reality (VR) showrooms and augmented reality (AR) tools for better visualisation, which has augmented the chair industry in India.

##### - Featherlite

- ??- Invests in research and development to produce ergonomic chairs that promote health and productivity.
- ??- Utilises digital platforms for marketing and sales, providing a seamless online shopping experience.

##### - Nilkamal

- ??- Enhances market penetration by expanding distribution channels.
- ??- Provides affordable furniture solutions without compromising on quality, which has helped to increase the company's chair market share in India.
- ??- Continuously innovates to introduce new designs and functionalities to meet changing consumer demands.

##### - IKEA

- ??- Combines affordability with high quality to cater to a broad customer base.
- ??- Promotes a do-it-yourself (DIY) assembly model, which is a key trend in India chair market as it helps reduce costs and enhances customer engagement.
- ??- Focuses on sustainability by using renewable and recycled materials in its products.

#### India Chair Industry Segmentation

The EMR's report titled ?India Chair Market Report and Forecast 2025-2034? offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Material

- Wood
- Plastic
- Metal
- Others

#### Market Breakup by Type

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- Regular Use Chair
- Gaming Chair
- Office Chair
- Massage Chair
- Others

#### Market Breakup by Sector

- Organised
- Unorganised

#### Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Exclusive Brand Stores
- Multi Brand Stores
- Online
- Others

#### Market Breakup by End Use

- Residential
- Commercial
- Hospitality
- Others

#### Market Breakup by Region

- North India
- West India
- East India
- South India

#### India Chair Market Analysis

The penetration of the internet and the rising popularity of online gaming have boosted the demand for gaming chairs, which is thereby increasing the demand for India chair market. By March 2022, the number of gamers in India jumped to 507 million, a 12% rise from 450 million in the previous year, with 24% of these gamers being paying users. This surge in the gaming population underscores the growing market for gaming accessories and furniture, highlighting the diverse factors driving the demand for chairs in India.

#### India Chair Market Share by End Use

Commercial end uses account for a sizable share of the market owing to the growth of corporate sectors and increasing number of startups in the country. Expansion of the commercial sector supported by economic growth in India are increasing the chair demand in offices, waiting areas, restaurants, and malls, among other applications. An adequate number of comfortable chairs aid

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consumers in being comfortable while visiting commercial establishments and can also add an aesthetic appeal by corresponding with the rest of the decor of the space.

## Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the India chair market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

- Godrej & Boyce Manufacturing Company Limited

- Inter IKEA Systems B.V.

- Wakefit Innovations Pvt. Ltd.

- Nilkamal Limited

- Cello World Private Limited

- Durian Industries Limited

- Wipro Enterprises (P) Ltd

- Supreme Industries Ltd.

- Usha Shriram Enterprises Pvt. Ltd.

- Damro Furnitures Pvt. Ltd.

- Others

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