



Home and Garden in India

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2024 DEVELOPMENTS

Home improvement benefits from increasing disposable incomes, urbanisation and the growing popularity of DIY projects and eco-friendly solutions
Asian Paints leads home improvement through a strong customer focus, innovation and wide service network
Home improvement stores focus on transparent pricing, authentic products and customer-facing services

PROSPECTS AND OPPORTUNITIES

Innovations and energy-efficient solutions are expected to enhance the appeal of home improvement projects
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Bosch leads with innovative, durable solutions while Ikea India thrives through affordable, sustainable offerings and strong digital engagement

Home improvement and gardening stores lead distribution by offering specialised products, engaging experiences and one-stop convenience

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PROSPECTS AND OPPORTUNITIES

- Omnichannel retail strategies are set to make homewares more accessible to a wider audience
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