



Homewares in India

June 2025

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Homewares in India - Category analysis

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2024 DEVELOPMENTS

Economic growth and India's expanding middle class drive the demand for high-quality, durable and aesthetically-pleasing homewares

TTK Prestige leads while FnS International provides dynamism

Specialist retailers dominate with a wide reach and quality product offer

PROSPECTS AND OPPORTUNITIES

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

Innovations and high-tech product developments to improve the consumer experience and cater to modern lifestyles and preferences

Consumer demand, supportive regulations and tech advancements to drive long-term growth for sustainable and biodegradable homewares

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DISCLAIMER

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