



Homewares in India

June 2024

Table of Contents

Homewares in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for stainless steel utensils drives growth in kitchenware in India
Cookware in India witnesses a decline in 2023 amidst recent surge in demand
Demand for dinnerware surges amidst rising demand for stylish dining solutions

PROSPECTS AND OPPORTUNITIES

Wooden cutlery set to gain momentum as consumers look for eco-friendly products
Omnichannel strategy emerges as key to future sales of homewares in India

CATEGORY DATA

- Table 1 - Sales of Homewares by Category: Value 2018-2023
- Table 2 - Sales of Homewares by Category: % Value Growth 2018-2023
- Table 3 - Sales of Homewares by Material: % Value 2018-2023
- Table 4 - NBO Company Shares of Homewares: % Value 2019-2023
- Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023
- Table 6 - Distribution of Homewares by Format: % Value 2018-2023
- Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028
- Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home and Garden in India - Industry Overview

EXECUTIVE SUMMARY

- Home and garden in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2018-2023
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/homewares-in-india/report.