



Home Products Specialists in India

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Pet shops and superstores continues to gain popularity due to increasing adoption of pets

E-commerce continues to act as strong competition for home products specialists

Asian Paints maintains its leading position, thanks to continued consumer-centric practices

PROSPECTS AND OPPORTUNITIES

Increasing segmentation expected for home décor products

IKEA set to open multiple store formats across different geographic locations in India

Major players will look to leverage AI models and AR/VR tech to gain a competitive edge

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Retail in India - Industry Overview

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A landmark reform is seen in terms of the operation of retail businesses in India

Omnichannel experience becomes key for both offline as well as offline retailers

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