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FURNITURE | INTERIORS | DESIGN

**India's Premier Trade Fair for
Furniture & Interiors**

THE INDIA STORY



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Indian Market

India is entering a sustained consumption expansion phase driven by urbanisation, rising incomes and demographic strength.

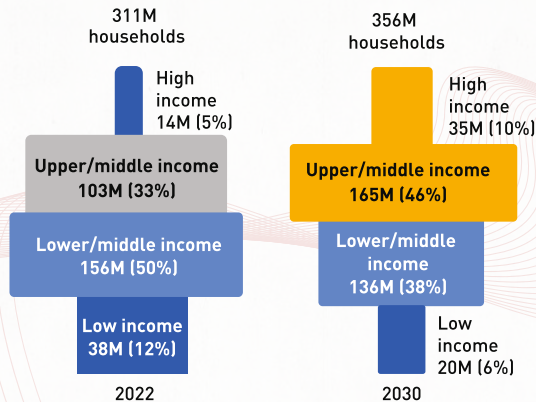
Key Indicators

- World's 3rd largest consumer market by 2027
- 440+ Mn Millennials | 390+ Mn Gen Z
- 37% Urban population with expanding housing demand
- Retail market projected at USD 1.1–1.18 trillion by 2026
- Indian GDP is at USD 4.2 trillion and CAGR of 7.4% for FY2025-26

This structural consumption growth is directly translating into momentum for the furniture and interiors industry. Which has led to the below-

- USD 29.97 Billion – 2025 market size
- USD 43.24 Billion – Projected by 2030
- 7.60% CAGR (2025–2030)

Distribution of households by income level



USD

USD 5,500

projected GDP per capita in 2030, more than doubling from USD 2,500 in 2022



25%

growth in consumption over the next eight years due to premiumisation

Notes: Low income: <1.25L; Lower middle income: 1.25–5L; Upper middle income: 5–30L; High income: >30L base income per household (INR at 2020–21 prices) per annum; Household expenditure is per capita expenditure by class multiplied by average household size for that class; India's total income is based on USD 3T in 2022 and USD 5.1T in 2030.
Source: Bain analysis.



What Is Powering India's Furniture Expansion?

Urban & Housing Momentum

- Shrinking apartment sizes increasing demand for multifunctional furniture
- First-time urban buyers driving modular and space-efficient designs
- Replacement cycles strengthening in Tier 1 and Tier 2 cities

Mid-Market Strength & Rise of Premium

- Middle-class consumers prioritizing design, durability and price balance
- Premium buyers seeking bespoke finishes and differentiated collections
- 73% of millennials willing to pay an 18–24% premium for certified sustainable furniture

Commercial & Workplace Transformation

- Hybrid work driving modular layouts and ergonomic systems
- Hospitality and Grade A office growth fuelling institutional procurement
- Metal solutions gaining traction for durability and slim profiles

Digital & Organized Retail Expansion

- Organized retailers blending experiential stores with digital configurators
- Faster customization cycles improving conversion
- B2B divisions operating alongside retail to stabilize revenues



Regional Dynamics Shaping India's Furniture Industry

North India

- Delhi-NCR - established sourcing hub
- North India is a top contributor to the national furniture market with 33% market share.
- Serving adjoining states with scalable sourcing capabilities
- Strong contractor and project-driven demand presence

East India

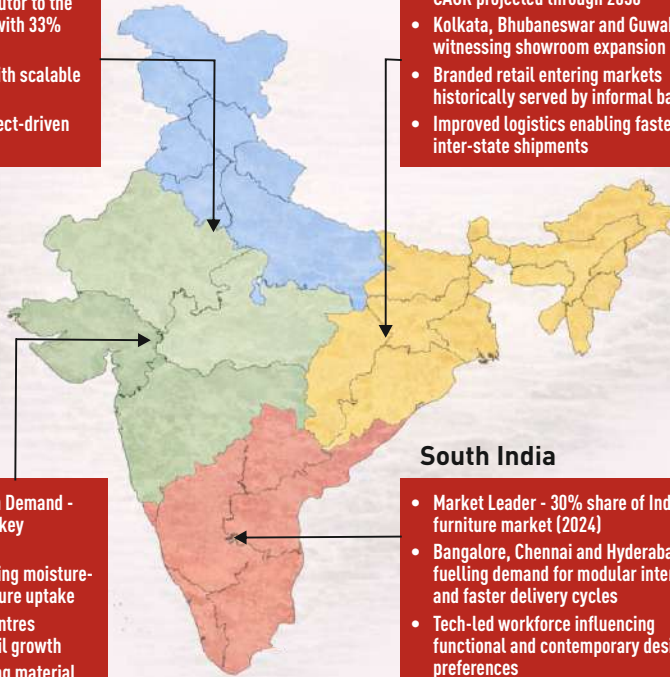
- Fastest growing region - at an 8.6% CAGR projected through 2030
- Kolkata, Bhubaneswar and Guwahati witnessing showroom expansion
- Branded retail entering markets historically served by informal bazaars
- Improved logistics enabling faster inter-state shipments

Western India

- Premium & Project-Driven Demand - Mumbai and Pune remain key consumption centres
- Premium apartments driving moisture-resistant and metal furniture uptake
- Mall-based experience centres supporting organized retail growth
- Coastal climate influencing material preferences and finish specifications

South India

- Market Leader - 30% share of India's furniture market (2024)
- Bangalore, Chennai and Hyderabad fuelling demand for modular interiors and faster delivery cycles
- Tech-led workforce influencing functional and contemporary design preferences
- Strong presence of organized retail and manufacturing parks



Home Furniture: The Consumption Engine

Home furniture forms the demand backbone of India's furniture industry, accounting for 62% of total furniture volume (2024) at a CAGR of 8-11%.

Dimension	Market Context	Key Drivers	Strategic Implication
Market Scale & Structural Role	Home furniture forms the demand backbone of India's furniture industry, accounting for 62% of total furniture volume (2024).	• Large and expanding residential base • Steady first-time and replacement demand • Urbanisation supporting long-term consumption stability	The home segment provides scale, volume consistency and structural stability within the broader furniture ecosystem
Residential & Lifestyle Shift	Urban expansion and changing household formats are redefining consumption patterns.	• Growth in urban housing • Compact living spaces increasing demand for modular & multifunctional furniture • Rising aspiration for curated living environments across metros and emerging cities	Product strategies increasingly prioritise space efficiency, modularity and design-led functionality to align with evolving urban lifestyles
Evolving Consumer Expectations	Rising incomes and exposure to global design standards are influencing purchasing decisions beyond basic utility	• Mid-range formats balancing affordability with improved design • Premium expansion through bespoke finishes and differentiated collections • Increased focus on quality and customisation	The market is gradually premiumising, with differentiation driven by aesthetics, quality perception and personalised offerings
Retail & Channel Maturity	The home segment remains strongly retail-driven, with organised players shaping visibility and conversion	• Physical stores integrated with digital configurators • Omnichannel platforms improving accessibility • Branded showroom environments strengthening trust in materials and quality	Retail sophistication is enhancing buyer confidence, improving conversion rates and reinforcing brand-led competition
Interior Upgrade & Decor Acceleration	India's home & interior market is on the rise with a CAGR of 11.7% to 12.87%. With furnishings accounting for majority of the share	• Shortening renovation cycle (from 15 years to 10-12 years) accelerating upgrade frequency • 20% surge in metro project launches (2023) boosting interior specification demand • Increasing shift from product purchase to design-led decision-making across households	Interior growth is increasingly driven by upgrade cycles, strengthening décor and furnishing-led spending



Office Furniture: A Structurally Expanding Segment

- The market is standing at **USD 5.2 Billion** with a projected **CAGR of 7.8% (2025–2030)**
- Driven by **Commercial Infrastructure & Workplace Evolution**

Market Scale & Structural Expansion

- Within India's USD 29.97B furniture market, the office segment is emerging as a leading growth contributor, projected at 7.8% CAGR (2025–2030)
- 52+ Mn sq. ft of Grade A office additions and 47,000 hotel rooms in 2024 are directly translating commercial expansion into institutional furniture demand
- Growth remains closely aligned with infrastructure development across major and emerging urban corridors

Procurement & Specification Evolution

- Furniture requirements are increasingly defined at the design and contract stage, shifting procurement toward structured, project-led integration
- Specification-driven buying is elevating ergonomic systems, modular configurations and acoustic solutions to baseline standards in Grade A developments
- Early vendor alignment and technical standardisation are reinforcing predictable institutional order pipelines

Wood Continuity & Hybrid Material Integration

- Wood retains the largest share in India's furniture material mix, sustaining its relevance in commercial interiors
- Executive spaces and reception areas continue to prioritise wood finishes for premium positioning
- Hybrid wood-metal formats are gaining specification in Grade A developments, balancing durability with design warmth

Workplace Transformation & Material Shift

- Rising commercial intensity across offices, hospitality and co-working spaces is accelerating demand for durable, low-maintenance material solutions
- Metal furniture (8.4% CAGR) reflects a structural shift toward lifecycle performance and resilience
- Technology integration and hybrid work models are driving smart workstations, IoT-enabled collaboration zones and crossover B2B–retail design alignment



Workplace Transformation: Defining Market Trends

As commercial expansion strengthens the office segment, workplace design is simultaneously evolving reshaping material demand, technology integration and channel strategy.

Trends	Market Direction	Key Drivers	Strategic Implication
Material Durability & Lifecycle Performance	Shift toward resilient, low-maintenance solutions suited for high-intensity commercial usage	• Growth in high-traffic office & hospitality environments • Rising emphasis on durability and lifecycle value • Metal furniture emerging as fastest-growing material segment (8.4% CAGR) • Hybrid material combinations gaining traction	Manufacturers are prioritising structural strength, modular adaptability and long-term performance over purely aesthetic differentiation
Smart & Adaptive Workspaces	Technology integration becoming embedded within modern workspace planning	• Sensor-enabled sit-stand desks • Integrated power & data modules • IoT-linked collaborative pods in Grade A developments • Demand for space optimisation & wellness tracking	Furniture is evolving from static infrastructure to connected, data-enabled workspace systems that support operational efficiency and employee wellbeing
Hybrid Convergence: Blurring Home & Office	Hybrid work models influencing crossover product demand and design language	• Dual-use desks & modular storage systems • Shared B2B–B2C design aesthetics • Manufacturers balancing project and retail channels • Increased demand for flexibility & portability	Office furniture strategies are expanding beyond institutional projects to incorporate adaptable, multi-channel offerings that stabilise revenue flows



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2025 EDITION FACTS & FIGURES:



250+ Exhibitors from over
10 Countries



15,801 Visitors from
514 Indian cities

WHAT TO EXPECT AT INDEXPLUS 2026:



300+ Exhibitors from India
and overseas, including
International pavilions



500+ Hosted Buyers from
India, SAARC, and the MENA
region



Power-Packed Conferences



Smart Office & Institutional



Trends Design Showcase



Furniture Design Boulevard



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Product Groups at a Glance

PRODUCT CATEGORIES:

Residential Furniture

Modular Furniture, Sofas, Beds, Mattresses, Wardrobes, Dining, and Living Room collections blending comfort with design.

Commercial Furniture

Solutions for Retail, Hospitality, Institutional, and Large-scale Project Environments. Durable. Scalable. Functional.

Smart Office & Institutional

Future-ready Furniture for Hybrid Workspaces, Coworking Setups, Ergonomic Innovations, and Tech-integrated Interiors.

Home Décor & Aesthetics

Decorative Lighting, Mirrors, Rugs, Wall Art, Artifacts, and curated design accents.

Kitchen and Wardrobes

Modular Kitchens & Wardrobes, Kitchen Appliances and Kitchen Furniture.

VISITOR PROFILE:

Specifiers & Influencers:

Architects, Interior Designers, Builders & Real Estate Developers, and Institutional Buyers.

Hospitality, Healthcare:

Sourcing Professionals, and Purchase and Procurement Heads.

Traders:

Dealers, Distributors, Wholesalers, Importers, and Furniture Franchise Owners.

Retail Sector:

Large Format Retailers, and E-commerce Retailers.

Project Management Consultants

High Net worth Individuals



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2026**

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2026**

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2027**

Bangalore International
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