

INDEX PLUS

FURNITURE | INTERIORS | DESIGN

India's Premier Trade Fair for Furniture
& Interiors

THE INDIA STORY

From the Organisers of



NÜRNBERG MESSE

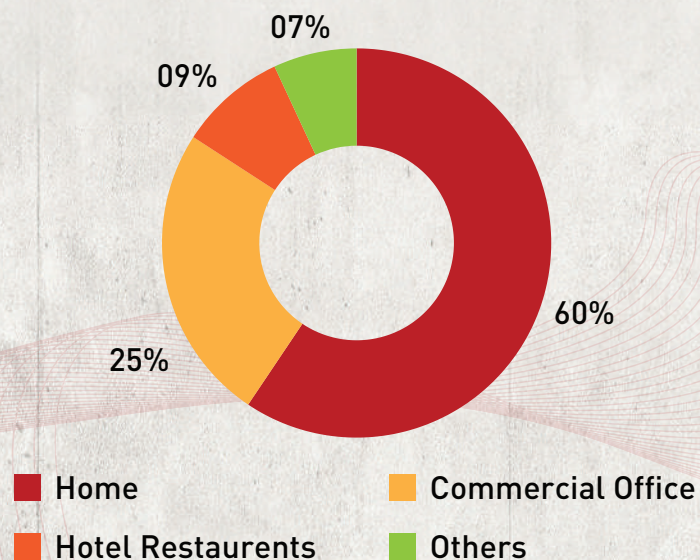


India Market

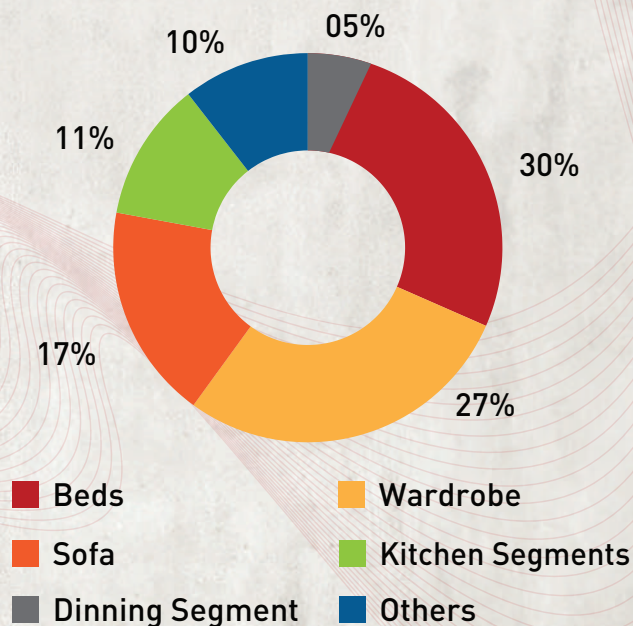
India's consumer market is set to become the world's third largest by 2027 as the number of middle to high-income households rise. Over the next two decades, India's consumption narrative is poised for substantial growth, propelled by its 440 million millennials and 390 million Generation Z. As per the United Nations, 37% of India's population currently resides in urban areas, leading to a rising need for versatile products such as storage beds, sofa-cum-beds, collapsible shelves, and storage seaters.

India is the 5th largest global destination in terms of retail space. Constituting more than 10% of the nation's GDP, India's retail sector has positioned itself as the world's fifth-largest global destination in this industry. The projected value for the overall retail market is expected to reach USD 1 trillion by the year 2025.

Furniture Industry Market Breakup

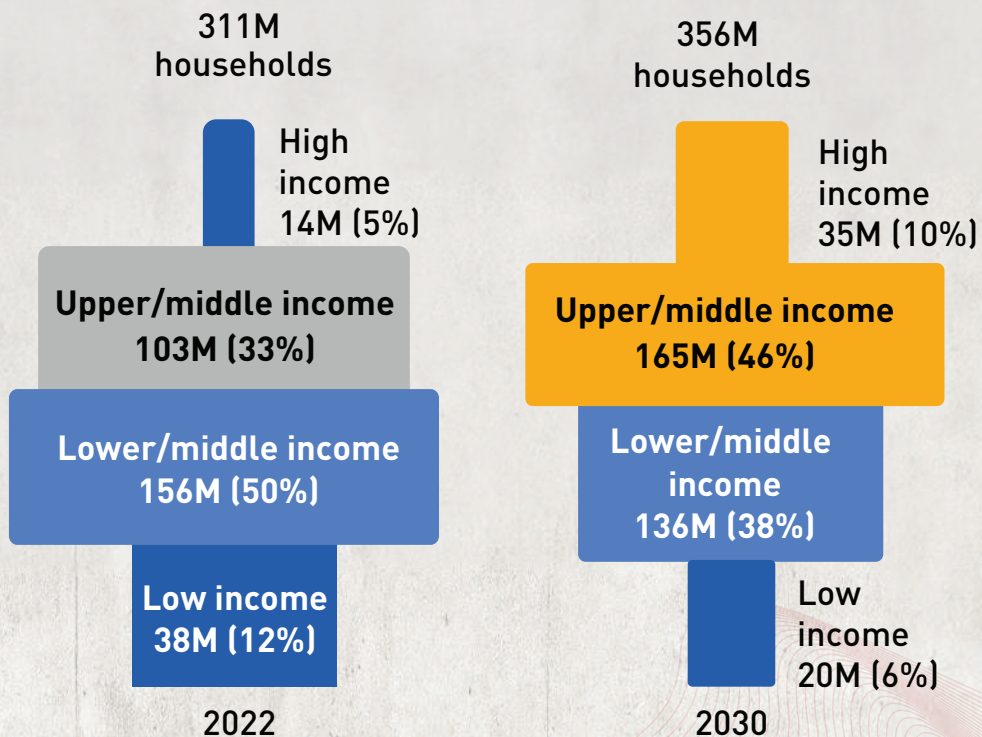


Home Furniture Industry Market



India is undergoing a fundamental shift in income and consumption structure

Distribution of households by income level



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.

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

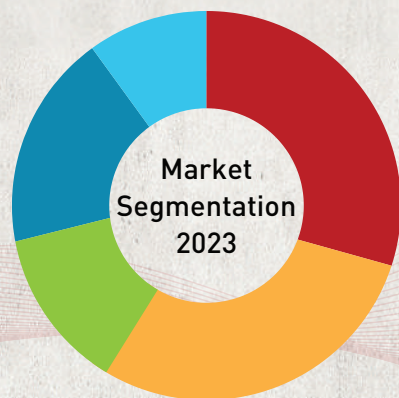


India Office Furniture Market

India office furniture market size reached USD 5.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach USD 11.89 Billion by 2032, exhibiting a growth rate (CAGR) of 9.50% during 2024-2032. The changes in workplace design and the adoption of open office concepts, collaborative workspaces, and flexible seating arrangements that have a significant impact on the demand for modern and adaptable office furniture, is driving the market.

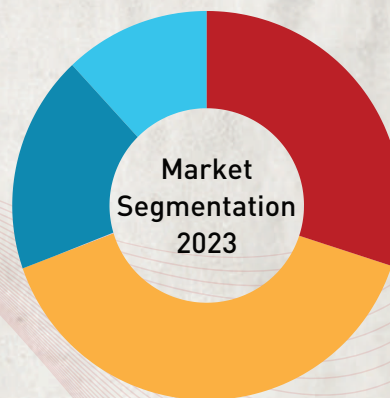
The rise in the number of office buildings and technology parks in India has driven the sale of commercial office furniture in the past few years. Office spaces across the country are also expanding as several multinational companies are expanding their operations into new cities due to the rise in the number of employees. The share of commercial office spaces is increasing in the country, and this, in turn, will drive the demand for commercial office furniture.

India Office Furniture Market Segmentation by Product in 2023



- Seating
- Storage Solutions
- Others
- Desks and Workstations
- Conferencing & Meeting Room Furniture

India Office Furniture Market Segmentation by Material in 2023



- Wood
- Plastic
- Metal
- Others



India Office Furniture Market Growth Drivers

- **Rising Demand for Modern Workspaces:** The surge in corporate offices, startups, and co-working spaces is driving demand for modern and ergonomic office furniture. Startups in India grew by 30% in 2023, necessitating adaptable furniture solutions to support hybrid working models and enhance productivity.
- **Government Initiatives and Infrastructure Development:** Initiatives like the Smart Cities Mission are fueling urbanization and commercial space development, boosting demand for office furniture. In 2024, 75% of planned smart city projects included new office buildings, highlighting significant opportunities for the market.
- **Growth in the IT and ITES Sectors:** The IT and ITES sectors are major consumers due to their expanding workforce and focus on employee-centric office designs. These sectors grew by 12% in 2023, spurring demand for innovative and ergonomic office furniture solutions.
- **Rising Disposable Incomes and Urbanization:** Urban population growth of 2.3% in 2023, coupled with increasing disposable incomes, is driving higher spending on office furniture. Businesses are investing in attractive work environments to attract talent and improve productivity.



India Office Furniture Market Trends

- **Shift Towards Ergonomic Furniture:** Rising demand for ergonomic solutions to improve employee health and productivity, with a projected increase in ergonomic furniture adoption based on workplace surveys.
- **Adoption of Smart Office Furniture:** Growing interest in tech-integrated furniture, driven by a 25% increase in demand for smart office solutions in 2023, supporting efficient and connected workspaces.
- **Growing Popularity of Modular Furniture:** Modular designs gaining traction for flexibility and scalability, with a reported 30% rise in adoption by businesses seeking adaptable workspace solutions.
- **Increased Focus on Sustainability:** Demand for sustainable office furniture growing by 20% in response to corporate sustainability goals and regulatory shifts towards greener practices.



Factors Influencing Growth

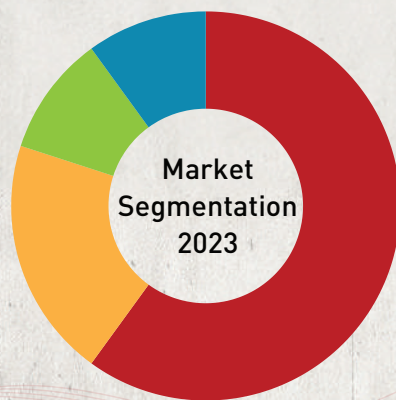
- **Growth of IT Sector and Co-working Spaces** The future growth of the office furniture market will be driven by the expanding IT sector and the proliferation of co-working spaces. These sectors will continue to demand modern and adaptable office furniture solutions to support their dynamic work environments.
- **Adoption of Smart and Connected Furniture** Smart and connected office furniture will become increasingly prevalent, catering to the needs of tech-savvy workplaces. Offices will adopt furniture with IoT integration, adjustable settings, and other advanced features to enhance productivity and user experience.
- **Demand for Customizable Solutions** The demand for customizable office furniture solutions will rise as businesses seek to create unique and ergonomic workspaces. Customizable options will enable organizations to optimize office layouts and configurations to meet specific operational and aesthetic requirements.



India Home Furniture Market

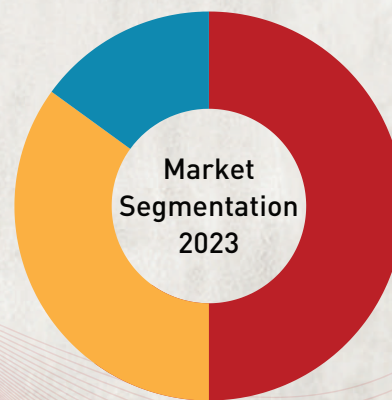
The India Furniture Market size is estimated at USD 28.38 billion in 2024, and is expected to reach USD 47.39 billion by 2029, growing at a CAGR of 10.80% during the forecast period (2024-2029). The furniture market in India has evolved. The rise of the Indian furniture market is facilitated by an increase in middle-class people, rising disposable income, and an increase in urban dwellings. India's unorganized small local businesses dominate the country's furniture sector. However, during the past ten years, organized players have expanded their participation in the Indian furniture market.

India Home Furniture Market Segmentation by Material in 2023



- Wood
- Metal
- Plastic
- Others (Plastics Upholstery etc.)

India Home Furniture Market Segmentation by Channel in 2023



- Online
- Offline (Organised Retail)
- Offline (Unorganised Retail)



Home & Interior Market

The home and interior market in India is booming, with the sector reaching INR 2.4T (USD 29.5B) in 2023. Indoor living product segments dominate the market with 41% of the total market share. This growth is underpinned by several key drivers, including rising disposable incomes and urbanization trends, which have fuelled demand for premium home furnishing and improvement products. The real estate sector's expansion has further boosted this demand, with consumers increasingly prioritizing quality, aesthetics, and technological advancements in their home decor choices.

Indian home and interior market are expanding and is projected to achieve a market size of USD 48.1B by 2028. Home furnishings constitute the largest segment, accounting for 50% of the market, followed by home improvement at 40%.

Emerging Trends in The Home & Interiors Market

The home & interior market is experiencing a shift towards sustainable materials and eco-friendly designs, reflecting growing consumer consciousness. Additionally, smart home technologies and personalized home decor solutions are gaining traction, enhancing convenience and customization.

Maximizing living spaces

Innovation in materials

Changing consumer

Tightening regulations

Consumerization & brand creation

Make for self and the world

Premiumization across sub-categories

*inputs from report from Praxian Global Pvt. Ltd.



Growth Drivers for the Home & Interiors Market

Higher disposable income

- Rise in GDP per capita (from USD 1.3K in 2010 to USD 2.6K in 2023) has driven an increased demand for high-quality products

Growth in the real estate sector

- Real estate sector growth has fueled the demand for the industry; Metro cities have seen 20% surge in project launches in 2023 compared to the previous year

Decrease in renovation cycle

- Average renovation cycle has reduced from 15 to 10-12 years with evolving family needs and a growing desire to incorporate new trends

Change in customer preferences

- Due to government incentives & urbanization, homeowners' age is reducing
- Young customers are shifting from product to design mindset, leading to higher spending on premium products as aesthetics are prioritized
- Surge in DIY trends has boosted the demand for unique products like decorative paints, DIY tools, etc.

Increasing trust in professionals

- Customers are opting for services such as design consultants & 3-D design model visualization which is increasing trust & dependence in professional services



*inputs from report from Praxian Global Pvt. Ltd.

Product Groups at a Glance

Exhibitor Profile

Residential Furniture

- » Home » Living & Dining » Outdoor & Hospitality » Kids Furniture » Bedding & Mattresses

Commercial Furniture

- » Seating & Components » Smart Office » Workstations & Desks » Institutional » Storage

Kitchen Solutions & Technology

- » Modular Kitchens & Wardrobes » Kitchen Appliances » Kitchen Furniture » Surfaces & Sinks

Home Décor & Aesthetics

- » Art & Artefacts » Wall Décor » Decorative & Furniture Lighting » Furnishings » Rugs & Carpets » Flooring & Covering » Designer Hardware

Visitor Profile

Specifiers & Influencers

- » Architects » Interior Designers » Builders & Real Estate Developers » Institutional Buyers

Traders

- » Dealers » Distributors » Wholesalers » Importers » Furniture Franchise Owners

Hospitality, Healthcare & Retail Sector

- » Sourcing Professionals » Purchase & Procurement Heads

PMC's

- » Project Management Consultants

Retailers

- » Large Format Retailers » E-commerce retailers

High Net worth Individuals



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NÜRNBERG MESSE

MUMBAI



30, 31 May, 1 June, 2025

**Jio World Convention Centre,
Mumbai**

1 - 2 - 3 August, 2025

**Yashobhoomi (IICC), Dwarka,
New Delhi**

DELHI



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