

India Interior Design Market

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India Interior Design Market Research Report: By Decoration Type (New, Renovations), End Use (Commercial, Residential) - Industry Analysis and Growth Forecast to 2030

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Report Description

Table of Contents

Market Segmentation

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Market Overview

The Indian interior design market generated \$22,939.7 million revenue in 2020, and it is expected to showcase considerable growth during the forecast period (2021–2030). The growing real estate activities, rapid urbanization, increasing population, rising disposable income, and surging government initiatives to promote and develop real estate are driving the growth of the market.

The COVID-19 outbreak has severely disrupted the economy, by having a negative effect on global trade, households, businesses, financial institutions, industrial establishments, and infrastructure companies, all at the same time. The COVID-19 pandemic has put construction and engineering projects in jeopardy, and many in India have been canceled. As a result, the country has experienced a financial setback in the construction industry, thus resulting in a negative effect on the demand for interior designing services.



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Due to Increasing Real Estate Investments, Commercial Category Expected To Be Faster Growing

The commercial category is set to grow at the higher rate during the forecast period, based on end use. The main reason for the growth of the category is the booming commercial real estate sector in India. As India is experiencing a transition in the work culture, the interiors of the offices are playing an important role. The rapid urbanization in major cities, such as Delhi, Mumbai, Ahmedabad, Bangalore, Chennai, Kolkata, Hyderabad, and Pune, has reshaped the

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Owing to Growth in Real Estate Industry, New Categor

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The new decoration type generated the higher revenue in 2020. According to the India Brand Equity Foundation, the Indian real estate sector has witnessed rapid growth in recent times with a rise in the demand for office as well as residential spaces. The reason for the growth of the category is the shift in the work culture and a developing taste for high-end lifestyle in India. This, in turn, is leading to the development of new designer commercial spaces and well-designed, elegant homes, hence helping the Indian interior design market.

Bolstered by Rapid Urbanization, North Region Dominates Market

South India dominated the market in 2020, and it is expected to lead the market in the coming years too. The large number of housing projects initiated by private builders and public bodies, and increasing number of corporate offices of national and multinational companies in the region are behind its largest market share.



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Theme-Based Office and Home Interiors Are Key Trend in India

In India, real estate investments are increasing. Commercial real estate and co-working spaces are the most popular from the point of investments in the country. Because the real estate market is expected to expand in the future, interior designing services will be in high demand. For their business and residential environments, people are opting for theme-based designs. Various themes, such as Mediterranean, European, and ethnic Indian, are becoming increasingly popular nowadays. A skilled interior designer can assist in fusing numerous decorative styles, such as contemporary, modern, classic, Indo-Western, and Western, to produce interiors that are unique, beautiful, and pleasing to the senses.

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Increasing Government Initiatives to Promote and Develop Real Estate Are Bolstering Market

According to Invest India, the construction industry in India grown by 5.6% during 2016–2020, compared to 2.9% during 2011–2015. Moreover, Indian real estate attracted \$5 billion institutional investments in 2020. Furthermore, by 2025, the country’s construction market is expected to emerge as the third largest globally. Essentially, policies of the central government, in collaboration with the government of respective states to promote real estate in India, are propelling the demand for interior designing services.

India Interior Design Market Report Coverage

Report Attribute	Details
Historical Years	2015-2020
Forecast Years	2021-2030
Base Year (2020) Market Size	\$22,939.7 Million
Report Coverage	Market Trends, Drivers, and Restraints; Revenue Estimation and Forecast; Segmentation Analysis; Country Breakdown; Impact of COVID-19; Companies’ Strategic Developments; Market Share Analysis; Company Profiling
Market Size by Segments	By Decoration Type; By End Use; By Region
Secondary Sources and References (Partial List)	Association of Designers of India, Builders Association of India, Institute of Indian Interior Designers, Indian Plumbing Association, Institute of Indian Interior Designers, India Brand Equity Foundation, Aksharaya Crafts Council of India, Council of Architecture

Market Players Involved in Partnerships to Gain Significant Position

The Indian interior design market is fragmented in nature with the presence of numerous players, such as Home Interior Designs E-Commerce Pvt. Ltd., Lipika Sud Interior Pvt. Ltd., Chaukor Studio, The KariGhars, Morph Design Co., and Design Qube. Players operating in the

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be available to interior designers and architects des
in India.

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Some Key Players in India Interior Design Market Are:

Home Interior Designs E-Commerce Pvt. Ltd.	Morph Design Co.
Lipika Sud Interior Pvt. Ltd.	Design Qube
Chaukor Studio	Ace Interiors
The KariGhars	

Market Size Breakdown by Segments

The India interior design market report offers comprehensive market segmentation analysis along with market estimation for the period 2015-2030.

Based on Decoration Type

- New
- Renovations

Based on End Use

- Commercial
- Residential

Geographical Analysis

- North
- South
- East
- West

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Format: PDF | Pages: 109

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