**Frido’s Expansion into the Home Furnishing Market**

**About Furniture market:**

* Demand for furniture in India surged at 12% annual rate over 2007-2012, and in 2013 it increased at a rate of 15%.
* The market is moving more towards organised segment. This is marked by increasing customer preference for readymade, branded furniture.
* Preference is tilting towards high-end, low maintenance, quickly installable products, with customisation options.
* Simple, contemporary designs are preferred.

1. **Market Entry Feasibility:**

Given Frido's focus on innovative design, superior materials, and creating an excellent customer experience, it only seems natural for the brand to transition into the home furnishing space. Doing so might enable Frido to flex its muscles and brand power to create a whole new suite of enriching products for customers.

1. **Analysis of Competitors to select Products**:

IKEA: Some of the top-selling products include the Malm Bed Frame, Grönadal Rocking Chair, and Ranarp Work Lamp.

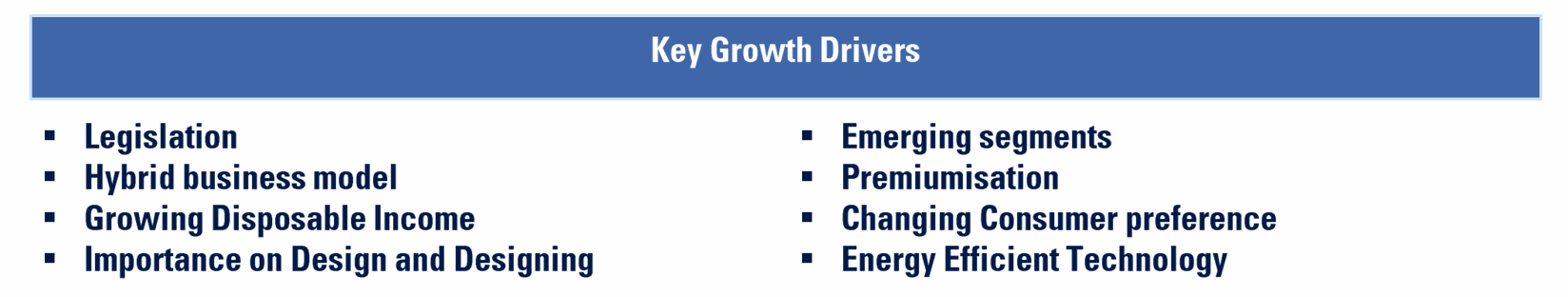
Pepper Fry: The most in-demand products are furniture and home decor items, especially wardrobes and desks3.

Top selling products on Godrej Interiors - Various categories of furniture especially wardrobes.

**Considering Frido’s existing product range and the top-selling products of these major players, a potential entry point could be in the area of innovative and high-quality wardrobes or desks**. These products are top sellers for both Pepper Fry and Godrej Interiors, suggesting a strong market demand.

1. Mode of Expansion:

The most workable option at this point seems to be commencing expansion online because of this digital era. This will make it possible for Frido to capture broader markets placing coziness upon customer’s hands **and make it more convenient for customers to shop as well as reduce operational costs.**



1. **How big the market is form India home furnishings market size?**

**Indian home furnishing Industry and Market Size:**

**The market size of Indian home furnishings reached Rs 52,626. The global Home Furnishings market is valued at 877250 million USD in 2021 and is expected to reach 1469382.57 million USD by the end of 20316ndo.**

