



Euromonitor
International

Home Improvement in India

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Improvement Summary

INDUSTRY PERFORMANCE

Asian Paints Accelerates Premiumisation to Capture Urban Aspirations

Chart 1 - Asian Paints Drives Design-Led, Premium Finishes up the Value Chain

Berger Paints Transforms the Digital Experience for Home Renovators

Chart 2 - Berger Paints Express Painting App Transforms Physical Experience into Digital-First Home Improvement Journey

Cera and Kajaria Lead the Charge Towards Greener Renovations

Chart 3 - Cera Competes on Water Efficiency with Low-Flush Toilets and Sensor Faucets in India

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Home Paint to Steer Urban Trading-Up as Design Aspirations Rise

Digital-First Journeys Set to Boost Brand Engagement

Brands Can Gain Trust by Investing in Compliant, Eco-Efficient Solutions

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Asian Paints Leverages Innovation to Retain Its Leadership

Premiumisation, Digital Services and Sustainability Drive Differentiation in Home Improvement

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Specialist Stores Reinforce Dominance through Omnichannel Integration and Tier-2 and Tier-3 Expansion

E-Commerce Accelerates Growth through Digital Convenience and Self-Installation Trend

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Improvement

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Improvement

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home and Garden in India - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Omnichannel Retail and Digital Engagement Drive Strong Value Growth in Home and Garden

Chart 18 - Berger's Express Painting App Turns Hands-On Category into Digital-First Home Improvement Journey

Home Furnishings Leads by Value as Home Improvement Drives the Most Dynamic Growth

Chart 19 - Asian Paints Focuses on Adding Premiumisation to Home Paints

Sustainability Moves From Niche to Mainstream across Home and Garden

Chart 20 - Cera Competes on Water Efficiency with Low-Flush Toilets and Sensor Faucets in India

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Players to Expand Omnichannel Reach as Digital Drives Demand

Further Push to Win Trust with Eco-Credentials and Provenance

Value Growth to Be Increasingly Shaped by Design-Led Premiumisation

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Asian Paints Extends Lead as Private Label Gains in Value Segments

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Specialist Stores Retain Dominance through Trusted In-Person Experience and Premium Ranges

E-Commerce Accelerates Growth through Digital Convenience and Augmented Reality Innovation

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home and Garden

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home and Garden

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-india/report.