



The home reset

How India is redefining the way homes are designed, upgraded and experienced

September 2026

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Foreword



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The Indian home has long been one of life's most significant investments, an asset built for permanence, with meaningful change typically concentrated around major life events or periodic renovation cycles. That paradigm is beginning to shift. Increasingly, the home is not viewed as a finished space, but as one that evolves continuously with the people who live in it.

This change is visible in the choices homeowners are making. Rooms are being reconfigured as lifestyles change, not simply when they require repair. Furniture is expected to respond to shifting family structures and spatial needs. Kitchens and bathrooms are being redesigned around convenience, comfort and wellbeing. Technology is becoming more influential, embedding intelligence seamlessly across the home. Taken together, these shifts represent more than premiumisation, design consciousness or the adoption of smart-home technology. They point to the emergence of a broader home economy, one in which value is created not only at the point of construction or purchase, but through the continued enhancement of the living experience.

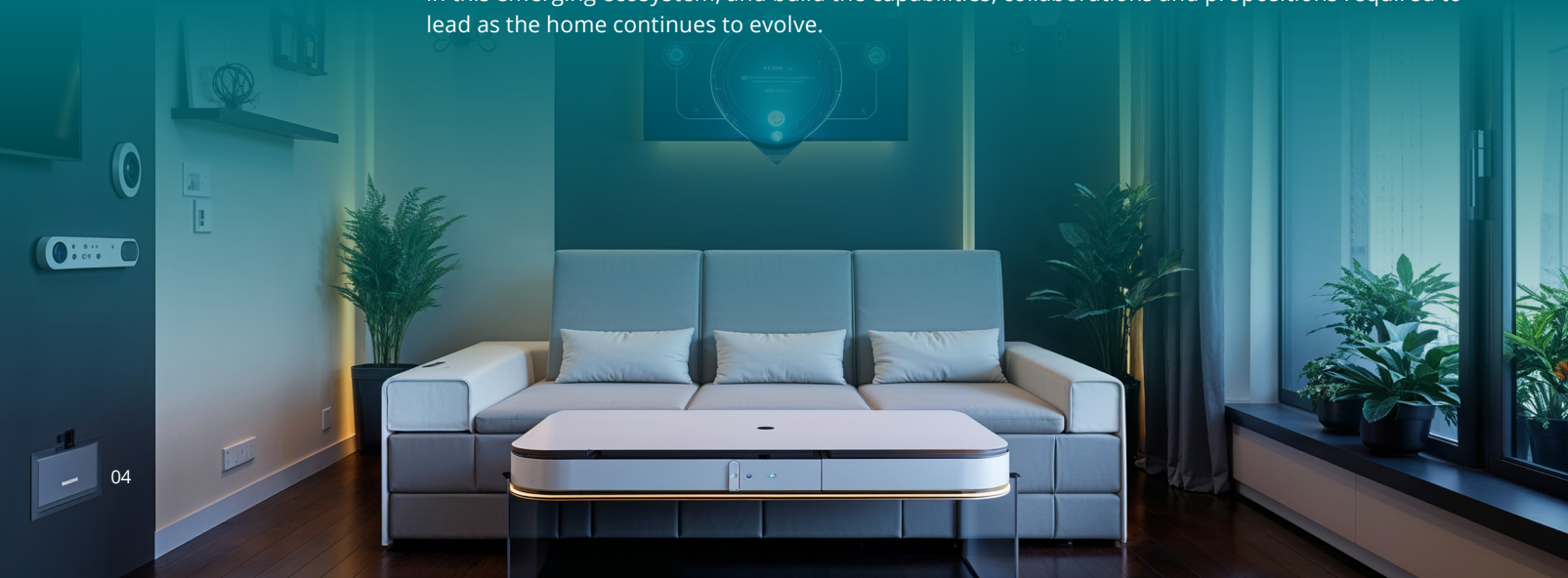


Praveen Govindu
Partner

India, in particular, provides fertile ground for this transition. Aspirations are deepening beyond the largest cities, with digital platforms broadening exposure to global and local ideas in design, functionality and innovation. A rapidly developing ecosystem of brands, retailers, designers, technology companies and service providers is making sophisticated home solutions more accessible. The homeowner who emerges from this environment is more informed, more discerning and more intentional, and willing to invest in the home not simply as an asset, but as an expression of how they live, work and aspire.

For the industry, this changes the basis of competition. Manufacturing excellence, product innovation, brand strength and distribution will remain essential, but they will increasingly become basic requirements rather than complete sources of competitive advantage. As category boundaries blur and homeowner journeys become more interconnected, the opportunity expands from winning individual product transactions to addressing broader homeowner needs, and, over time, earning a more meaningful role across the lifecycle of the home.

This creates a new set of strategic choices for businesses, including how far to extend beyond core categories, which parts of the homeowner journey to participate in, where technology can create differentiated value and which capabilities to build or access through collaborations. This report examines that opportunity through the lens of the living home, and the implications it creates for consumers, categories and businesses across India's evolving home economy. For industry leaders, the imperative is therefore clear. They need to determine where they can create distinctive value in this emerging ecosystem, and build the capabilities, collaborations and propositions required to lead as the home continues to evolve.



Executive summary

Changing consumer expectations around elevated design, higher quality and technology adoption are expanding the market beyond functional demand. More frequent investments in the home are also reshaping avenues for growth and competitive advantage.

Indian homes are being reinvented, signalling a substantial growth opportunity

About 1.6x market growth is expected over the next five years

India's home and household sector is experiencing a key shift. Homeowners are no longer investing in homes merely to meet functional needs. They are investing to create experiences. Comfort, aesthetics, wellness, convenience, security and smart living are rapidly moving from optional considerations to core purchase drivers. This evolution is expanding the sector's opportunity, with the market expected to grow 1.6x over the next five years to reach US\$260 billion by 2030, supported by premiumisation, more frequent upgrades and rising aspirations across metropolitan and non-metropolitan India.

The new homeowner is younger, digital and aspiration-led

About 80 percent of shoppers discover products through social media | 1 in 3 consumers say brand videos influence purchase decisions

Indian homeowners are becoming younger, better informed and more intentional in their choices. As the average age of first-time homebuyers shifts from the early 40s to the early 30s, lifestyle, design, convenience and long-term value are gaining importance in purchase decisions. Discovery is also becoming increasingly social, mobile and video-led. About 80 percent of shoppers discover products through social media, with furniture, durables and appliances emerging as key categories explored online. Brand videos also influence the purchase decisions of many consumers. Additionally, distinct personas, such as 'practical homeowner', 'lifestyle curator', 'smart-living enthusiast' and 'continuous upgrader', reflect different needs, influences and decision journeys, making behavioural context as important as demographics in understanding demand.

The home purchase journey has become integrated

3 in 5 consumers use e-commerce apps while shopping in stores | Homeowners engage across multiple touchpoints before purchase

The traditional funnel is giving way to a fluid, multi-touchpoint journey. Before purchasing, consumers seek inspiration online, research products, visit experience centres and retailers and consult designers. The boundaries between channels are also blurring, with shoppers using digital platforms even during store visits. The journey extends well beyond installation as product usage uncovers new needs and drives adjacent-category upgrades. This creates an ongoing cycle of inspiration, evaluation, purchase and renewal. As channels converge, consumers increasingly expect a consistent experience regardless of where they interact. Brands that can orchestrate seamless omnichannel journeys rather than optimise individual channels in isolation could have a winning edge.

Competition is shifting from category leadership and price advantage to homeowner experience

Price influences only 1 in 4 purchase decisions, indicating experience and product win over price | Brands can expect a ~10 percent revenue uplift from AI and AR-enabled experiences

The basis of competition within the industry is fundamentally changing. Homeowners increasingly seek complete solutions that simplify complexity and improve outcomes, rather than standalone products. Manufacturers are expanding into adjacent categories, retailers are becoming advisory platforms and organised players are integrating design, execution, installation and after-sales support. Premiumisation is also evolving beyond luxury products towards value-led propositions driven by design, quality, technology, sustainability and service assurance. Simultaneously, digital technologies are becoming central to customer engagement, enabling more personalised experiences throughout the homeowner lifecycle.

Increased focus on better living is redefining value across home categories

10-15 percent of home value is now allocated to interiors
| 300 percent YoY increase in luxury décor shopping (2025 versus 2024)

Consumers are allocating a greater share of their expenditure to interiors and demonstrating a stronger appetite for luxury, reflecting a greater willingness to invest in better living. This extends beyond aesthetics. Appliances are evolving into connected ecosystems, furniture is becoming modular and adaptable, kitchens and bathrooms are transforming into wellness-focused spaces, home care is shifting towards preventive health and security systems are becoming intelligent household-management platforms.

The next decade will belong to companies that orchestrate the entire living experience

Home improvement is becoming a multi-category journey
| Consumers engage across more than four home and household categories on average

The future of the industry will not belong to companies that simply manufacture better products. It will belong to organisations that position themselves as lifelong collaborators in the homeowner journey. Winning will require a broader strategic mandate of expanding beyond core categories, embedding intelligence throughout the customer lifecycle, enabling frictionless experiences, building ecosystems of complementary capabilities and continuously evolving alongside changing homeowner needs. As homes become more connected, personalised and experience-led, competitive advantage will increasingly shift from product excellence to experience orchestration.



1. The reinvention of home

India's home and household sector is undergoing a shift where homes are increasingly being designed and upgraded around lifestyle rather than functional needs alone. The home is becoming an expression of personal identity and everyday living priorities. Consumers are evaluating products ranging from furniture and lighting to kitchen and security, not as standalone product purchases, but as part of a broader experience shaped by comfort, convenience, wellness, aesthetics and intelligent living. Unlike the traditional model, where products were selected independently and replaced only when required, the new home economy operates as an integrated ecosystem. Decisions on layout, materials, technology and services are increasingly assessed together through the lens of holistic factors, suggesting that consumers are no longer simply furnishing homes but curating living experiences.



Consumers are seeking greater comfort and aesthetics, moving beyond pure functionality. There has been a ~140 percent increase in the adoption of comfort category products in 2025, compared with the prior year, reflecting the change in consumer mindset.¹

This shift expands both the scope and value of the home economy. Demand is moving beyond replacements towards more premium, experiential and personalised living environments, creating recurring opportunities for upgrades, integrated solutions and lifecycle services. For businesses, this creates an opportunity to capture a broader share of the homeowner journey, across planning, product selection, installation, use and future upgrades. The future of India's home economy will therefore be shaped by the ability to deliver integrated living outcomes, rather than playing in individual product categories alone.

1

Categories such as storage, kitchen utilities, organisers and lighting saw 2X higher transaction intensity than furniture, in 2025 compared with 2024. This suggests that consumers are not purchasing furniture solely for utility, but changing the entire home experience with parallel categories.²

2

Per a study, there has been a 62 percent increase in cross-category purchases, such as wall art + wall accents or modular combinations in 2025 compared with 2024.¹

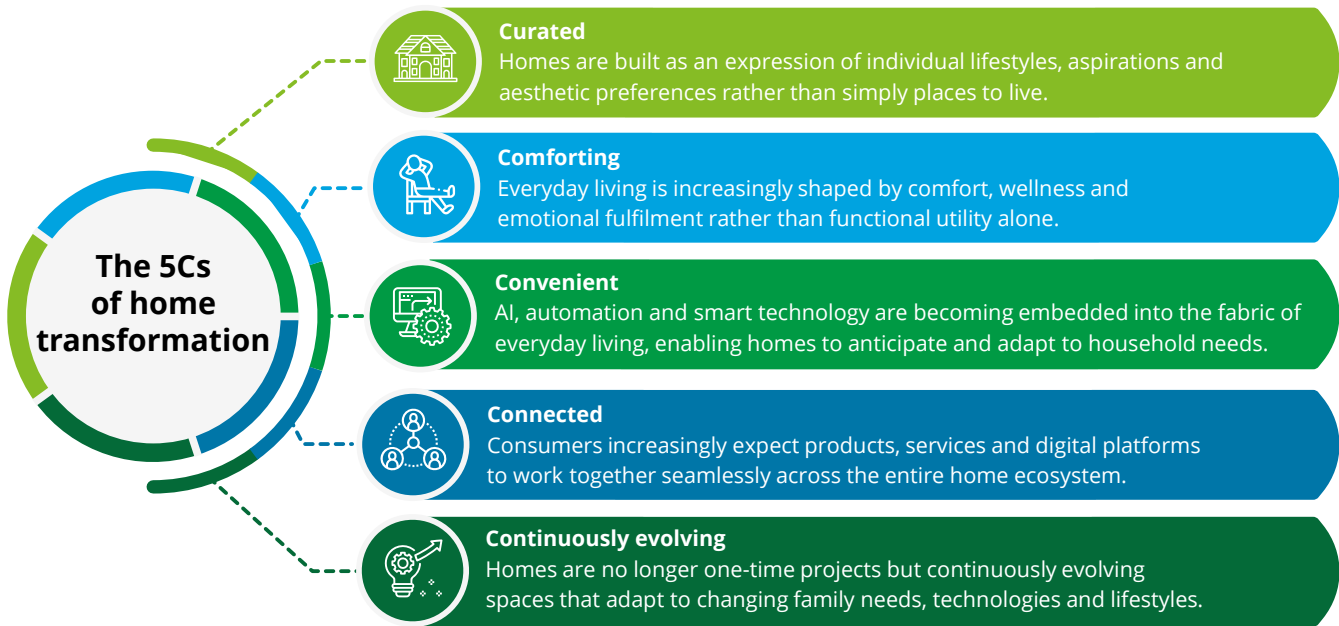


¹. Varee Home index 2025

². Pepperfry home report card 2025

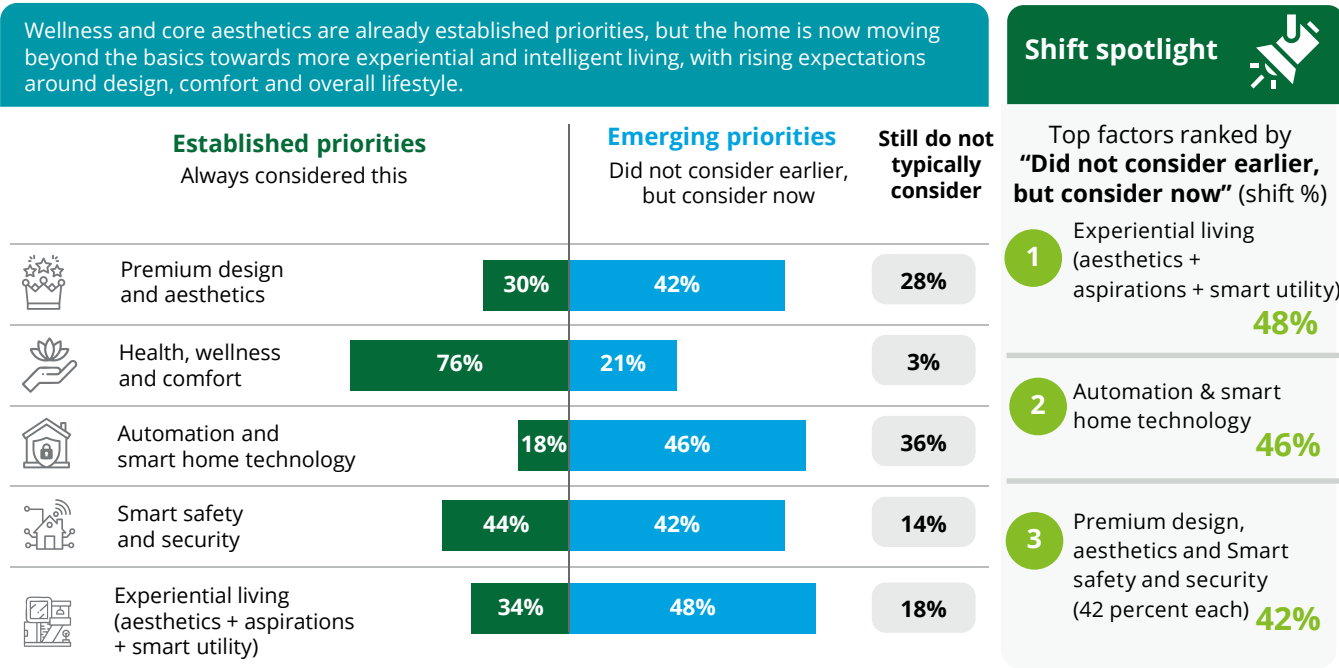
1.1 The five transformative shifts

These five dimensions come together across the home improvement journey to shape how consumers think, choose and engage with their homes, collectively defining the new home economy.



The transformative shifts are reflected in the changes in consumer consideration. Factors that were previously secondary, such as premium aesthetics, integrated experience, smart technology and advanced security, are becoming more central to home-improvement decisions.

The survey findings below³ assessed how these priorities have changed over the last few years. They distinguish among factors that homeowners have consistently considered and those that have become newly relevant, providing a direct measure of the shift towards more experiential and value-led living.



³. Insights from consumer survey on Deloitte home and household survey, 2026. n=660

Per sales data from a home and household products company, there has been a 300 percent higher adoption of luxury décor than of space-saving products in 2025 versus 2024. This reflects how aesthetics have become a core priority at scale, compared with previous years.⁴

1.2 A big opportunity for the home economy

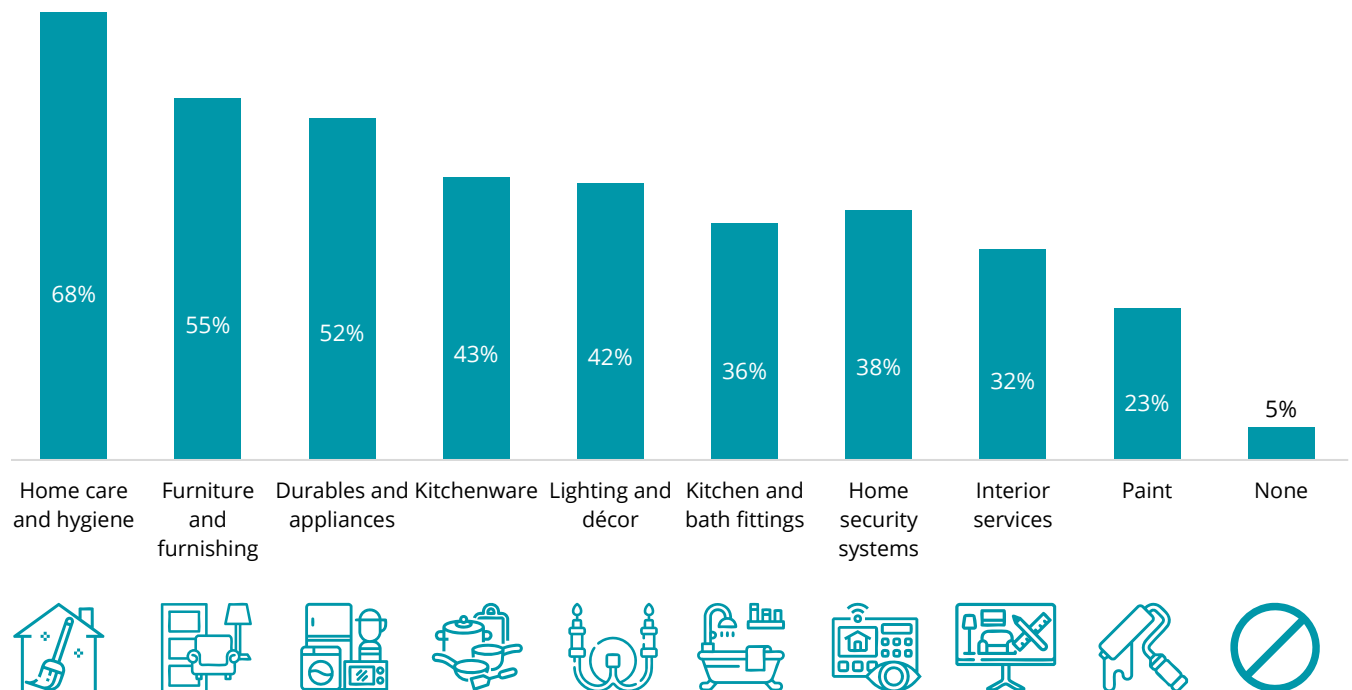
Taken together, these consumer shifts are expanding the scope of India's home economy. Urbanisation, rising affluence and sustained residential construction are expected to provide a broad demand base across home-improvement categories. The opportunity extends beyond construction-linked demand. Consumers are upgrading homes more frequently to improve comfort, lifestyle, convenience and long-term value, shifting

home improvement from an episodic replacement cycle to a recurring upgrade cycle. For businesses, value will increasingly accrue to players that extend beyond individual products into adjacent categories, integrated projects and lifecycle services.

This is not just a metropolitan agenda. The opportunity is also expanding beyond metropolitan areas, where consumers have become more aspirational when it comes to their homes. Tier-2 India is rapidly closing the gap with major metropolitan markets in the home interiors market, with households now spending an average of INR3.9 lakh per home, nearly 74 percent of tier-1 levels in 2025. Rising aspirations, strong real estate activity and a shift towards modular, design-led living are powering an interiors boom in smaller cities, which are growing almost twice as fast as tier-1 markets.⁵

The home opportunity is substantial in both depth and breadth. About **95 percent of consumers** are active across the home ecosystem, engaging with more than four categories on average.

The categories in which Indian shoppers have invested or are planning to invest over the next two years⁶



Note: These percentages do not add to 100%, because each respondent could choose several categories, as applicable

⁴ Varee Home index 2025

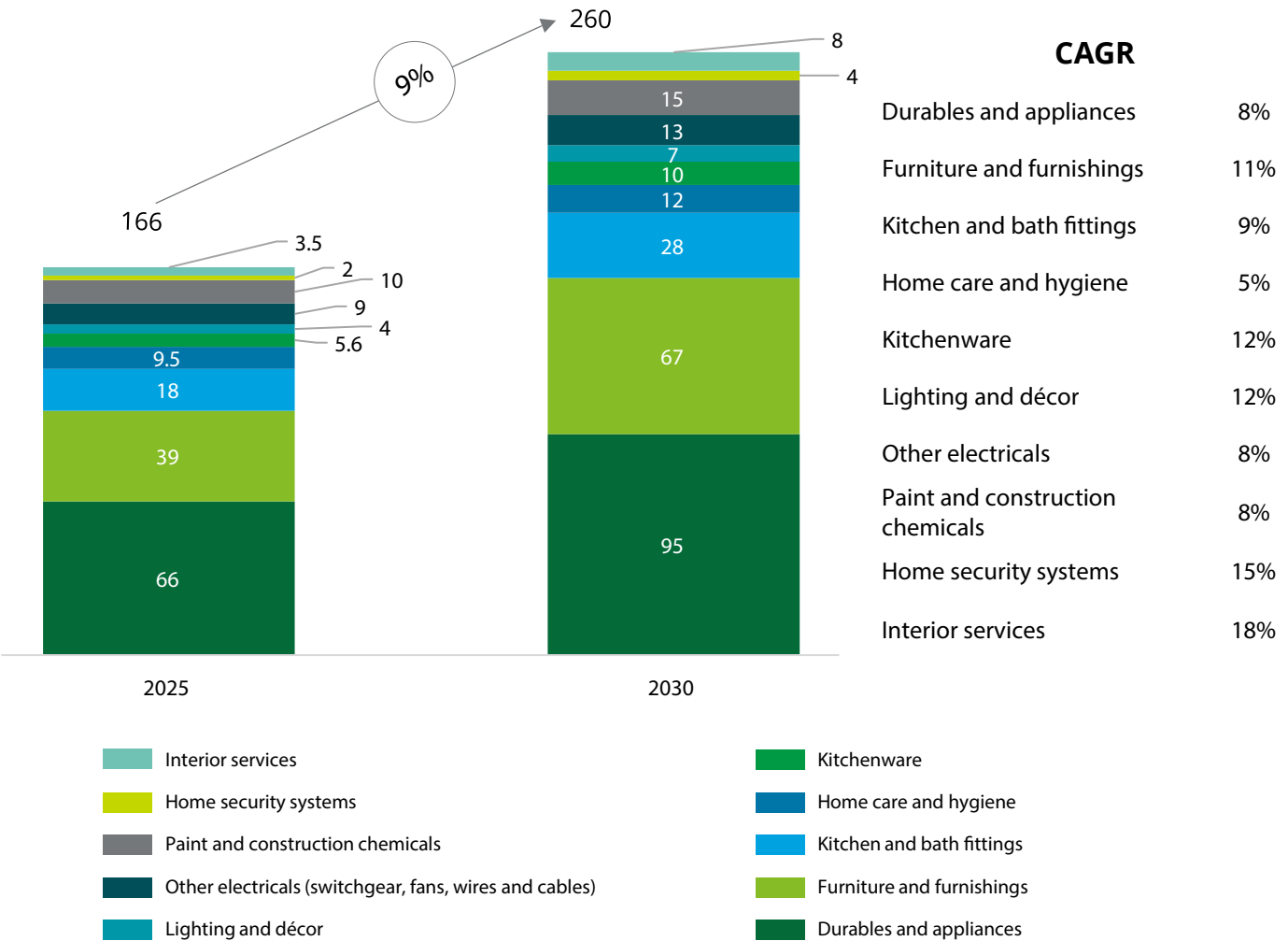
⁵ ₹3.9 lakh/home: Tier-2 spend hits 74 percent of metro levels in home interiors mkt, Business Standard

⁶ Insights from consumer survey on Deloitte home and household survey, 2026. n=660

These shifts translate into a healthy trajectory for the industry

1.6x growth expected over the next five years: Durables and appliances, furniture and furnishings and kitchen and bath solutions are expected to contribute a disproportionate share of incremental market growth, supporting the view of the home as an experience.

Home and household market, US\$ billion⁷



⁷ Deloitte analysis and secondary research; estimates based on market sizing captured in powering consumption growth - India's home and household market, Deloitte; Building beyond basics: Innovations transforming India's living spaces. Some adjustments to CAGR have been made based on the latest market growth trends and trajectory.

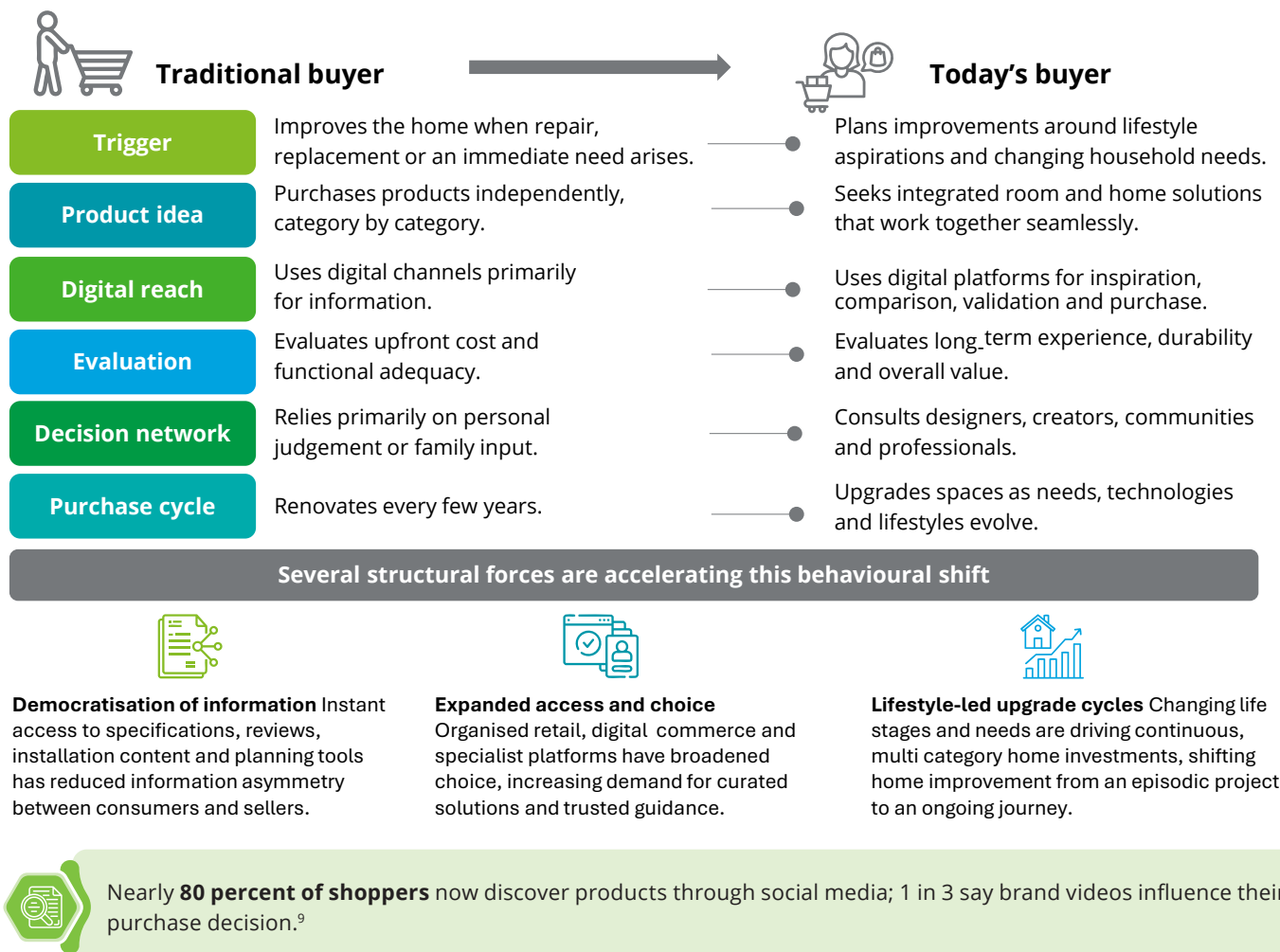
2. A glimpse into the new homeowner

The transformation of the home is changing consumer behaviour as materially as it is changing the home-improvement industry. Homeowners are becoming more informed, more intentional and more involved in how they plan, purchase and upgrade their homes. Historically, consumers evaluated product categories independently, with price and functionality as the primary decision criteria. Today's consumers discover ideas before an active purchase need arises, compare brands through digital and physical touchpoints and validate decisions through designers, creators, peer reviews and expert consultations. This changes the purchase process from product selection to solution integration. Therefore, for manufacturers, retailers and service

providers, understanding the new homeowner is essential to product development, customer engagement and route-to-market strategy.

2.1 The new homeowner. What has changed?

The average age of the first-time homebuyer has dropped from the early 40s to the early 30s, and this younger cohort is bringing a distinct behavioural shift. Home upgrades are no longer viewed as occasional, need-led purchases, but as ongoing investments in comfort, lifestyle expression, convenience and a more personalised everyday living experience.⁸



⁸. Insights from Anarock Capital (via interview with Economic Times) September 2025

⁹. GWI-Meta's India Retail study, 2025

2.2 The new homeowner personas

The shift is reflected in a more deliberate homeowner decision model. Consumers are moving beyond immediate functional requirements to assess the long-term role, performance and value of each home-improvement decision. Additionally, homeowners have distinct needs, aspirations and sources of influence, resulting in purchase journeys that vary meaningfully across personas rather than following a uniform path.

Different homeowner personas¹⁰

Personas and aspirations diverge by generation. Nearly 35 percent of consumers aged 18–28 associate home improvement with self-expression, compared with 26 percent among consumers aged 45–60.



Note: % denote percentages of respondents

Home improvement decisions involve multiple personas and multiple generations

While Millennials and Gen X often retain purchasing power for home-related investments, Gen Z is increasingly shaping consideration and product selection across categories such as décor, soft furnishings, lighting and home accessories. Their familiarity with visual discovery platforms, creator content and digital design tools gives them disproportionate influence in identifying trends, evaluating aesthetics and shortlisting products.

¹⁰. Insights from consumer survey on Deloitte home and household survey, 2026. n=660. Shopper personas are derived from respondents’ self-reported home improvement priorities and behaviour, reflecting distinct approaches to how consumers evaluate and invest in their homes.

The above personas and distinctive characteristics suggest that the home economy is no longer shaped by a single dominant homeowner profile following a traditional mindset. Consumers display diverse motivations, from functionality and design to technology adoption and long-term quality, highlighting the need for differentiated propositions rather than one-size-fits-all offerings.

Different personas are driven by different decision cycles and influence networks¹¹

	Persona	Motivation	Decision lens	Most influenced by
	The practical homeowner	Improve everyday functionality	Space efficiency, practicality, durability and ease of maintenance	Family, brand reputation and expert recommendations
	The lifestyle curator	Express identity and lifestyle through the home	Design, aesthetics and personalisation	Designers, creators and premium brand displays, experience stores
	The smart living enthusiast	Make life simpler through technology	Smart technology, convenience and connectivity	Technology brands and online recommendations/online review videos and tutorials
	The continuous upgrader	Upgrade even when existing solutions work	Incremental upgrades, flexibility and adaptability	Creators, visual search platforms, peers and designers

This behavioural fluidity indicates that traditional demographic segmentation based on age or income is becoming less effective than understanding the context in which consumers make decisions.

2.3 The new decision architecture

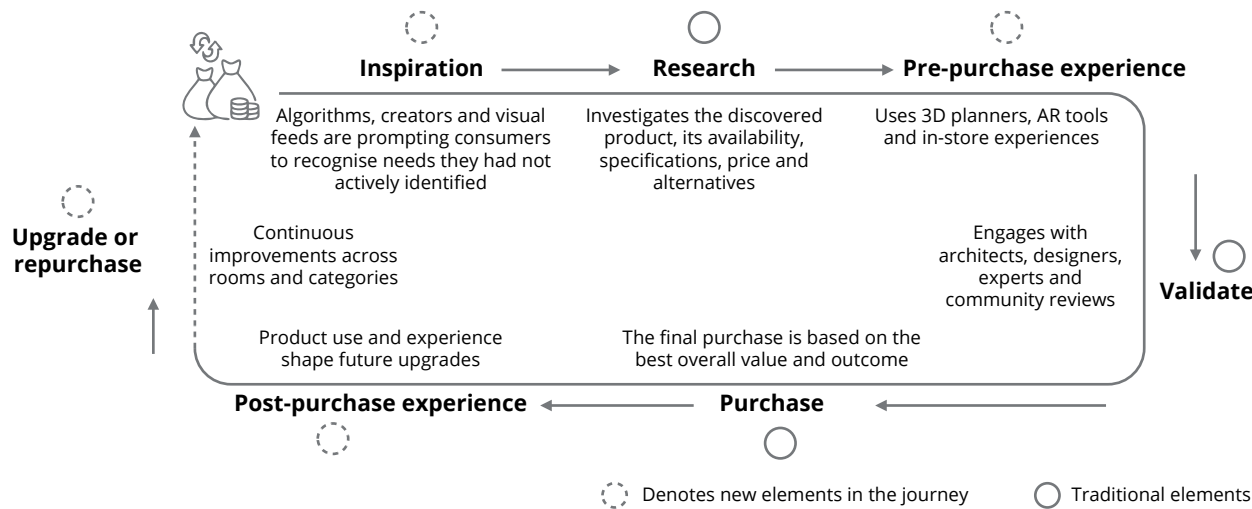
Home improvement decisions are becoming more complex, with longer journeys involving multiple touchpoints, greater evaluation and wider stakeholder influence. Consumers no longer view channels in silos, but move fluidly across them to seek integrated experiences and make more informed choices.

2.3.1 Purchase journeys are becoming longer and more complex

Today, homeowners move fluidly across digital and physical touchpoints, cycling between inspiration, research, consultation and purchase. The journey extends beyond installation, as product use surfaces new needs and triggers upgrades across rooms and categories. The new home economy is therefore shaped through a continuous cycle of discovery, evaluation, experience and renewal rather than isolated purchases.

¹¹ Based on insights from consumer studies and industry articles

The path to purchase increasingly begins with inspiration rather than product search



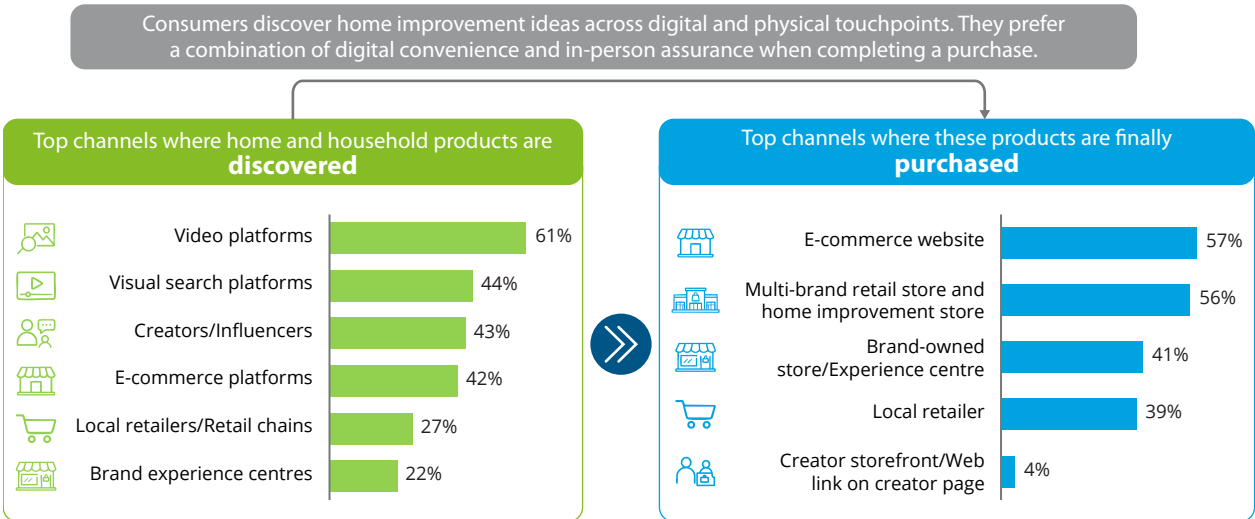
Inspiration increasingly precedes purchase intent. The journey is no longer linear or channel-specific, and consumers may begin on social media, research online, visit showrooms and purchase through a retailer, D2C

seller or an e-commerce platform. They also revisit stages, returning to reviews, designers or peers before buying. Using the product may then reveal new needs and trigger upgrades across adjacent categories.

“About 60 percent of Indian shoppers use e-commerce apps while they are in stores to search for products, compare prices or access offers, reflecting a cross-channel journey.”¹²

2.3.2 Consumers expect to move seamlessly across channels

Consumers may draw inspiration from one channel, research on another and ultimately purchase through a third channel.



Note: Percentages add up to more than 100% since respondents selected more than one option to denote top 3 choices

Consumers may increasingly discover ideas through digital platforms, but the final purchase often occurs through trusted professionals or an in-person experience.

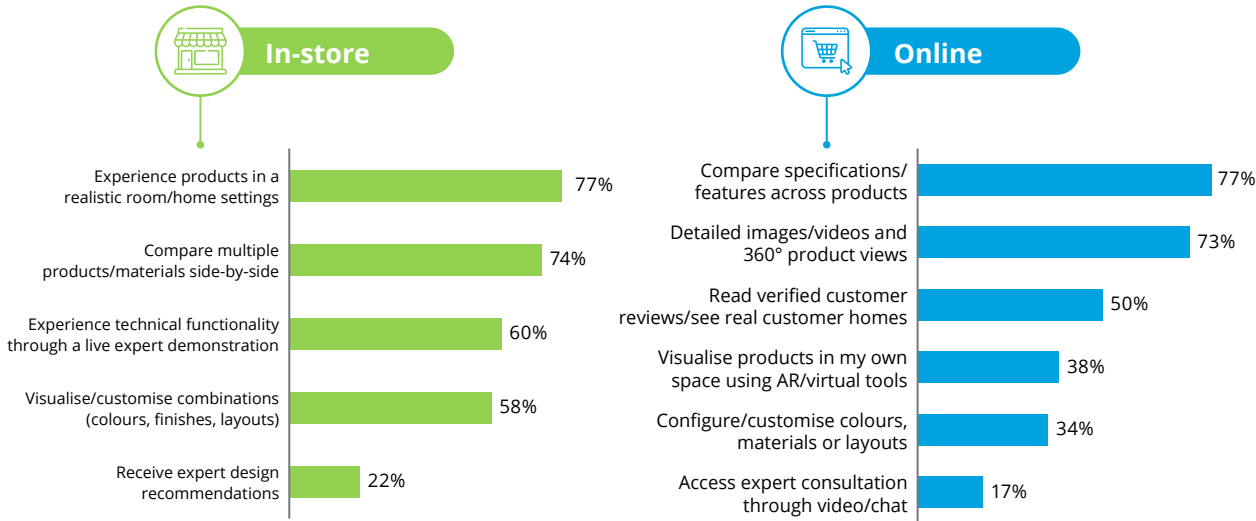
This suggests that digital engagement can build aspiration, while expert guidance can help convert aspiration into action.

¹² Walmart’s Retail Rewired Report India 2025: AI, access and the next chapter of Indian retail

Influence on home-improvement decisions is becoming increasingly age-dependent. About 57 percent of consumers aged 18–28 rely on creators and influencers for inspiration, compared with only 27 percent among consumers aged 45–60. At the same time, visual discovery platforms are used by nearly half of younger consumers. As home improvement becomes more lifestyle-oriented, inspiration is increasingly shaping demand before consumers enter stores or online platforms.¹⁰

2.3.3 Consumers are looking for informed choices and expect the same experience across each channel

Consumers are becoming channel-agnostic, seeking informed choices and a consistent journey across their interactions.



Note: Percentages add up to more than 100% since respondents selected more than one option to denote top 3 choices



3. Building the home ecosystem

The consumer shifts are reshaping the basis of competition across India’s home-improvement industry. The competitive focus is moving from category leadership to owning the broader homeowner relationship. Manufacturers are expanding into adjacent categories, retailers are becoming experience and guidance platforms and players are integrating design, execution and service at scale.

3.1 Moving from products to end-to-end solutions

One of the shifts in the home economy is the transition from selling products to delivering complete solutions. Whether renovating a kitchen, designing a bedroom or upgrading a living room, homeowners increasingly seek coordinated solutions that reduce complexity, ensure design consistency and simplify execution. As a result, value is shifting away from standalone products towards integrated project ownership. This transition is prompting manufacturers to expand beyond their traditional categories while strengthening capabilities across design, installation, project management and after-sales support.

- A multinational paint manufacturer has expanded beyond decorative paints through its platform, integrating design consultation, painting services, kitchens, wardrobes, bath solutions, lighting and home décor. The objective is no longer to sell paint, but to participate across the homeowner's renovation journey. **The company expanded to ~75 experiential stores across India, serving ~2 lakh customers with its services.**
- An interior design company has industrialised project ownership in a fragmented interiors market by integrating design, modular products, civil work, execution, installation, warranties and service collaborators. Its model shifts the customer proposition from sourcing individual products to handing over a complete home. The company witnessed a ~25 percent jump in revenues, delivering to more than one lakh homes.

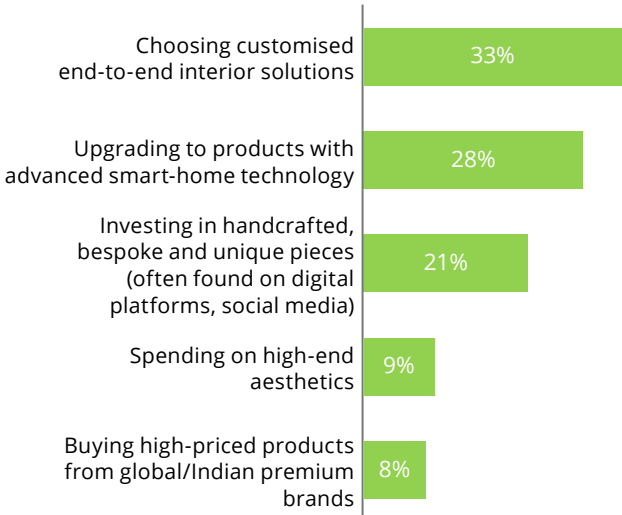
3.2 Catering to premium aspirations through a stronger value proposition

Premiumisation is no longer confined to a separate luxury segment. It is becoming a layered value architecture spanning home design, customisation, embedded technology, superior materials and service assurance. The opportunity lies not only in selling a higher-priced product, but in identifying the premium moments within a project where homeowners are most willing to trade up. This shifts the basis of competition from price-point ladders to value-led premiumisation. A kitchen, for instance, can unlock value through bespoke cabinetry, integrated appliances, intelligent lighting, specialised surfaces and extended warranties. A bathroom can similarly unlock value through spa-inspired showering systems, premium sanitaryware, touchless fixtures, integrated lighting, anti-skid surfaces and long-term service assurance.



Price influences only 1 in 4 home-related purchase decisions. Quality, sustainability and the overall purchase experience increasingly outweigh price as homeowners move towards value-led choices.¹³

Top features that create a premium living experience for consumers¹⁴



¹³. Building beyond basics: Innovations transforming India's living spaces
¹⁴. Insights from consumer survey on Deloitte home and household survey, 2026. n=660



A bath solutions company has created experience and orientation centres that showcase complete bath and lighting solutions, allowing consumers to experience coordinated premium products rather than evaluate faucets, showers, sanitaryware and lighting in isolation. This converts the bathroom from a fixture category into a design and wellness proposition.

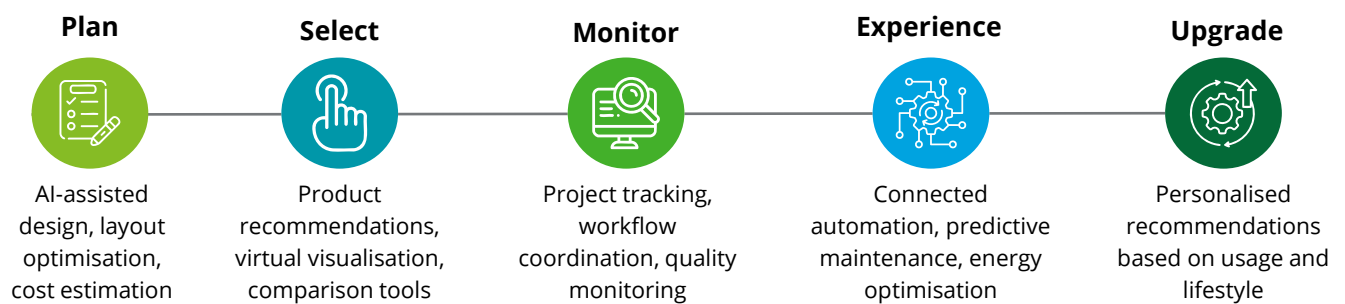
Approximately 20 orientation centres are helping consumers visualise complete bathroom and lighting solutions and access expert advice.

3.3 Intelligent and smart by design

Digital tools are evolving from marketing enablers into the intelligence layer of the home ecosystem. Their strategic value is not merely improved convenience, but

in capturing homeowner intent, shaping choices before specifications are finalised and sustaining engagement after installation. AI and technology investments are increasingly focused on improving customer experience rather than simply automating operations.

How 'intelligence' is helping brands enable decisions across the buying phases



Retailers combining AR with modular configurators see an approximately **10 percent increase in revenue** and **25 percent lower returns**.¹⁵

- A furniture company uses AI- and AR-enabled room design to bring consumers' own spaces into the planning process. Homeowners can scan a room, remove existing items, test products at scale and move from visualisation to purchase.

The company reported a ~7x increase in users for these AI-enabled tools.

- A home interior design company uses technology that converts the homeowner's floor plan, design choices and budget into one live data model, where every change automatically updates the design, bill of materials, price and execution plan. That same intelligence then connects design to factory production, project tracking, installation and after-sales, reducing errors while making the experience more personalised, transparent and predictable.

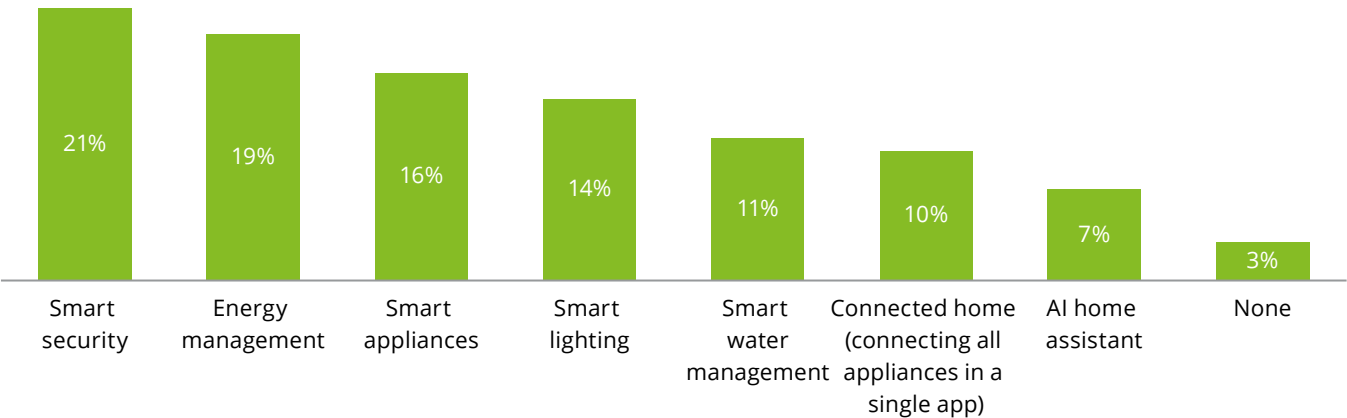
AI-enabled tools helped the company's designers handle 50 percent more projects per month than a year earlier.

¹⁵ Insights from 3D Cloud

At the same time, intelligence is moving from the purchase journey into the home itself. Companies are increasingly embedding connected, responsive and automated capabilities across appliances, lighting, security, climate control and other home systems. This

expands the opportunity from helping homeowners make better purchase decisions to enabling homes that can adapt to preferences, optimise energy and resource use, anticipate needs and simplify everyday living. The home is therefore becoming intelligent in how it is bought and how it operates.

Top smart technology consumers are investing in¹⁶



3.4 Reinventing the route to market

Home-improvement retail is shifting from a transaction channel to a decision-enablement platform. As observed in the consumer shifts, the homeowner journey now spans digital inspiration, reviews, expert advice, experience centres and retail or e-commerce, rather than being owned by a single channel. Companies are therefore connecting these touchpoints through shared customer and project data, carrying preferences, budget, product choices and service needs from discovery to installation and beyond. This turns technology into decision intelligence, improving confidence, conversion and long-term engagement.



Approximately 45 percent of furniture shopping journeys are already hybrid across digital and physical channels, increasing the need for brands to connect inspiration, configuration, advisory and transaction rather than optimise each touchpoint independently.¹⁷

An interior and furnishing company connects online inspiration, design consultation, experience centres, customised furniture and installation into one journey. Customer preferences and room requirements carry across each step, turning early interest into a tailored, delivered home solution.

Its integrated design-to-delivery model has scaled to more than 10 million sq. ft. of designed spaces, supported by four immersive experience centres.

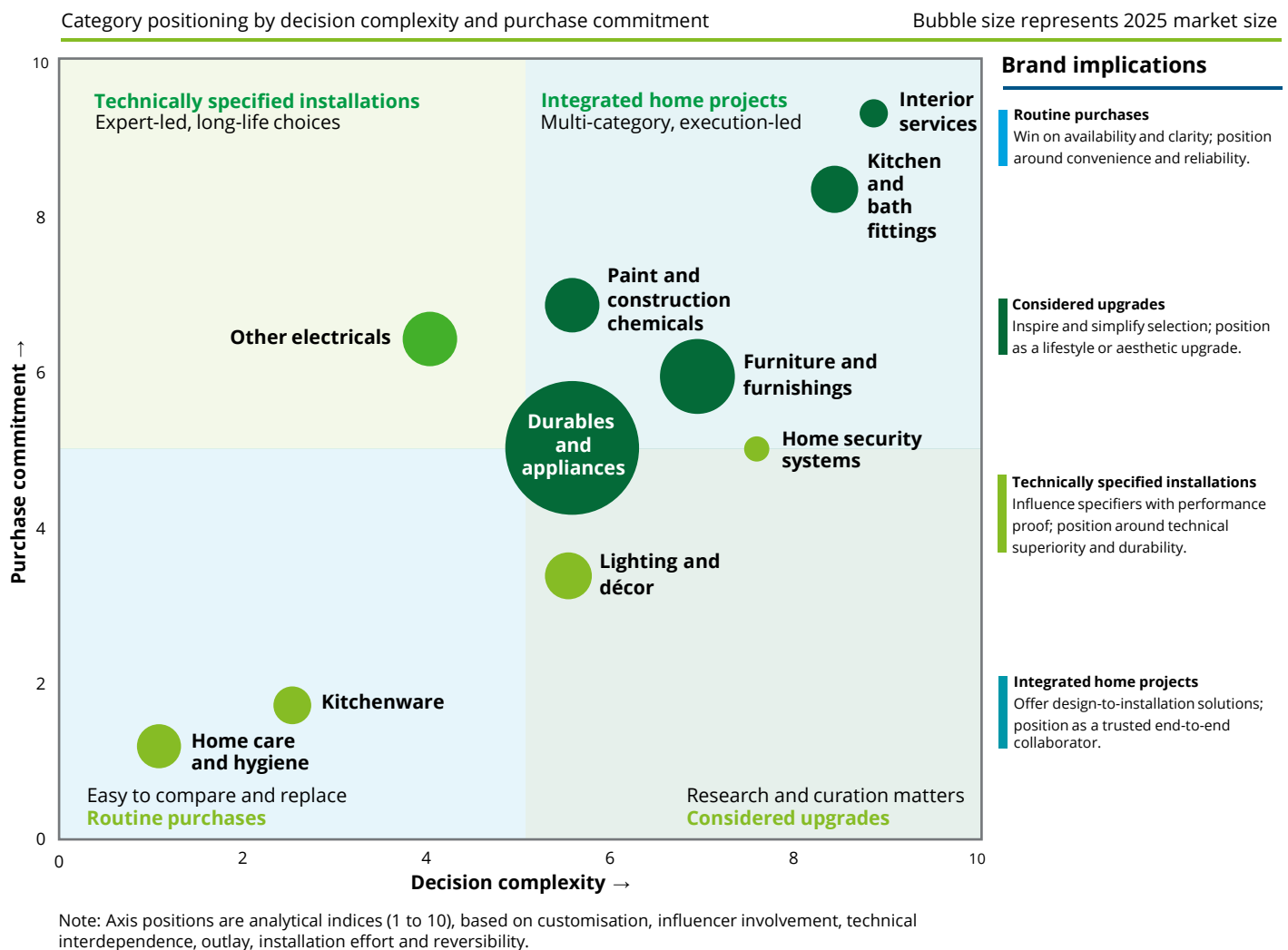
¹⁶. Insights from consumer survey on Deloitte home and household survey, 2026. n=660
¹⁷. Study finds hybrid shopping favored in furniture retail, Provoke Insights

4. The category lens

Price is no longer the key decision anchor. Across most home categories, homeowners are prioritising factors such as performance, durability, design and trust over the lowest upfront cost. This indicates that people are willing to spend more on performance. While premiumisation, experience and

intelligence are reshaping the home ecosystem as a whole, their impact varies significantly across categories. Each category has distinct consumer triggers, purchase cycles, decision criteria and value propositions, shaped by its role in the home and the complexity of the decision.

Category decision framework¹⁸



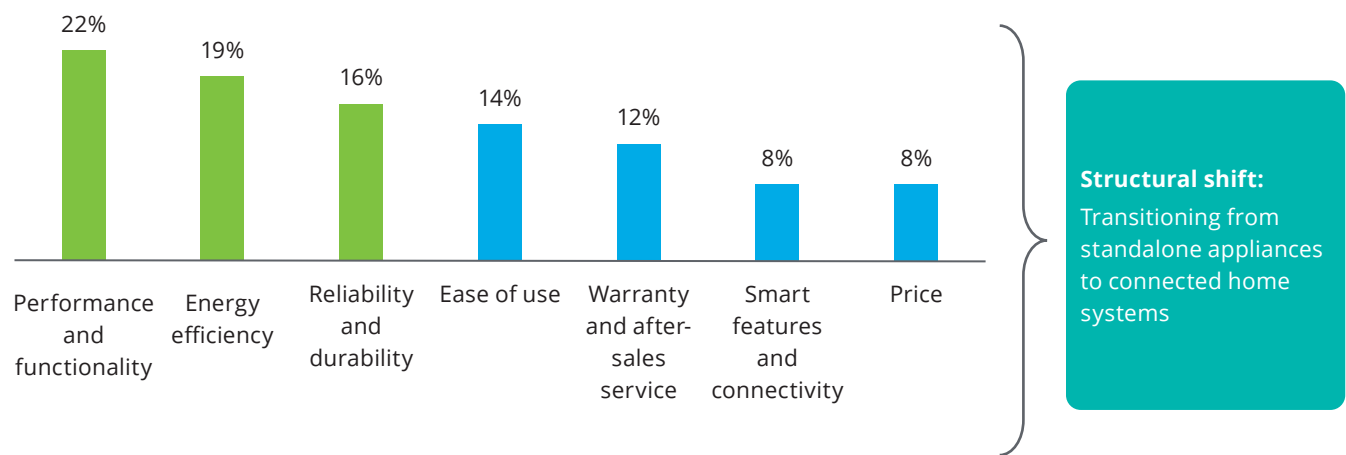
¹⁸ Deloitte analysis

4.1 Durables and appliances

The market is expected to grow from US\$66 billion in 2025 to US\$95 billion by 2030, at an 8 percent CAGR.¹⁹

Comprises large and small household appliances, including refrigerators, washing machines, air conditioners, microwaves, mixers and other home-use appliances.

The top three factors driving purchase²⁰



What is changing?

Appliances are moving beyond performing isolated tasks to becoming more connected, automated and responsive to household routines. Rising convenience expectations, energy consciousness and connected-home adoption are shifting innovation towards appliances that optimise performance, anticipate needs and interact with the wider home ecosystem.

Key trends

- **AI is moving from interface to functionality:** AI is increasingly being embedded into appliances to optimise factors such as wash cycles, cooling, cooking and energy use based on household behaviour.
- **Energy efficiency is becoming a key lever:** Inverter technologies, intelligent power management and energy-use visibility are making lifecycle operating costs more relevant alongside upfront price.
- **Connected, automated appliance ecosystems are expanding:** Consumers can remotely monitor

and control multiple appliances through common platforms that connect devices across their home. Auto-dosing, self-cleaning, remote diagnostics and predictive alerts reduce routine household intervention, shifting appliance ownership towards a lower-effort, more proactive experience.

Metropolitan consumers show greater adoption of connected and AI-enabled appliances, while consumers in Bharat place greater emphasis on energy efficiency, durability, affordability and after-sales service.

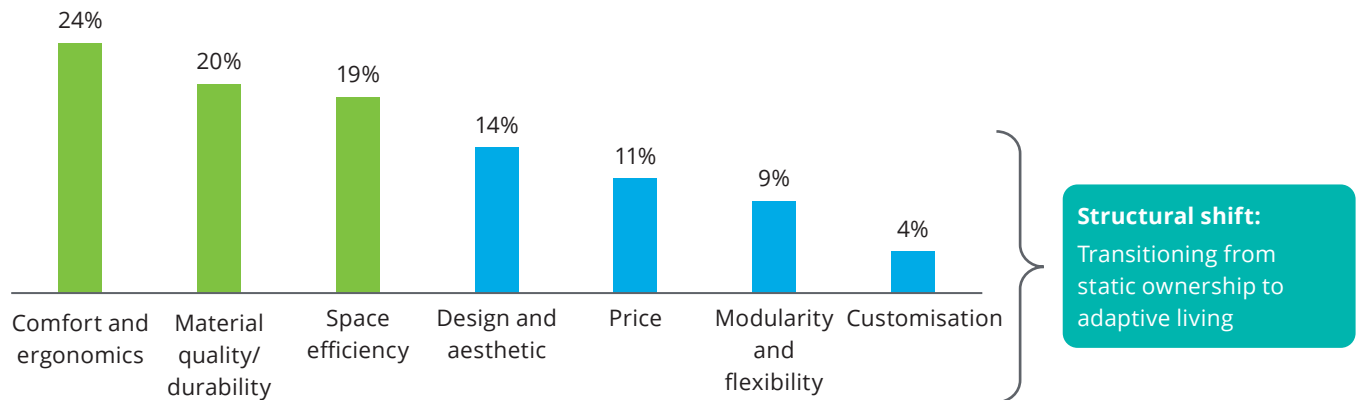
4.2. Furniture and furnishings

The market is expected to grow from US\$39 billion in 2025 to US\$67 billion by 2030, at an 11 percent CAGR²¹

Comprises furniture products and home furnishings such as beds, sofas, dining sets, mattresses, bed linen, curtains and towels

¹⁹. Deloitte analysis and secondary research
²⁰. Insights from consumer survey on Deloitte home and household survey, 2026. n=660
²¹. Deloitte analysis and secondary research

The top three factors driving purchase²²



What is changing?

Furniture is becoming less permanent and more responsive to changing household needs. Space constraints, hybrid work, evolving family structures and greater design exposure are increasing demand for flexible configurations, multifunctionality and more frequent aesthetic refreshes.

Key trends

- **Modularity and self-assembly are gaining relevance:** Modular sofas, wardrobes and storage systems allow spaces to adapt as household needs change, while self-assembly/DIY formats offer greater convenience, portability and flexibility.
- **Multifunctionality is helping remove space constraints:** Furniture increasingly combines multiple functions through storage beds, extendable dining tables and work-integrated furniture, as consumers seek more utility from limited floor area.
- **Ease of customisation:** Digital configuration, modular manufacturing and broader material choices are enabling consumers to personalise finishes and configurations.

- **Influencer-led discovery is moving closer to commerce:** In furniture and furnishings, creators and design influencers are increasingly shaping inspiration and product selection, with shoppable content, curated collections and affiliate storefronts shortening the path from discovery to purchase.
- **Furnishings see faster refresh cycles:** Curtains, rugs, cushions, bedding and other soft furnishings increasingly provide a relatively accessible way to update the personality and ambience of a room without major renovation.

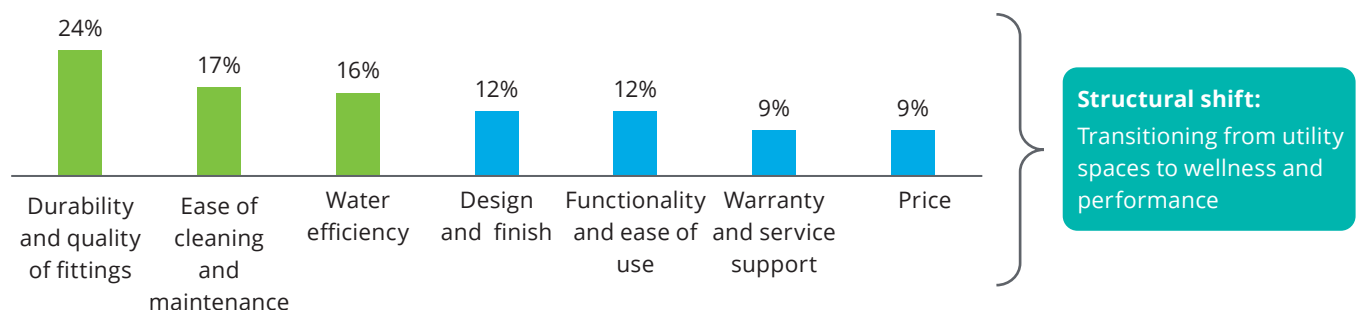
Metropolitan demand is shifting towards modular and multifunctional furniture suited to compact homes, while **Bharat continues to favour durable**, storage-oriented and locally customised products.

4.3. Kitchen and bath fittings

The market is expected to grow from **US\$18 billion in 2025 to US\$28 billion by 2030, at a 9 percent CAGR.**²³

Comprises sanitaryware, faucets, showers, sinks, modular kitchen components and other kitchen and bathroom fixtures

The top three factors driving purchase²⁴



²² Insights from consumer survey on Deloitte home and household survey, 2026. n=660

²³ Deloitte analysis and secondary research

²⁴ Insights from consumer survey on Deloitte home and household survey, 2026. n=660

What is changing?

Kitchens and bathrooms are shifting from purely functional areas to highly engineered spaces where hygiene, convenience, water efficiency, ergonomics and design converge. Consumers are increasingly evaluating these spaces on the quality of everyday experience as much as individual fittings.

Key trends

- **Water-smart and touchless fittings are expanding:** Low-flow faucets, efficient flushing systems and sensor-based fittings reduce water consumption without materially compromising user experience. Digital showers, temperature controls and automated sanitary solutions improve hygiene, convenience and everyday control.
- **Wellness and experience are becoming integrated into bathrooms:** Rain showers, spa-inspired formats, mood lights, advanced toilets and wellness-oriented fixtures are repositioning bathrooms as spaces for restoration rather than purely for hygiene.
- **Integrated kitchen functionality gains ground:** Better storage hardware, ergonomic layouts, built-in

appliances and organised work zones are turning kitchens into more efficiently planned systems rather than collections of cabinets and appliances.

- **Design for lifetime usability gains relevance:** Ergonomic layouts, easy-to-operate fittings, anti-skid and easy-clean surfaces, improved storage and accessible configurations are gaining importance as kitchens and bathrooms are designed for children, ageing parents and long-term use.

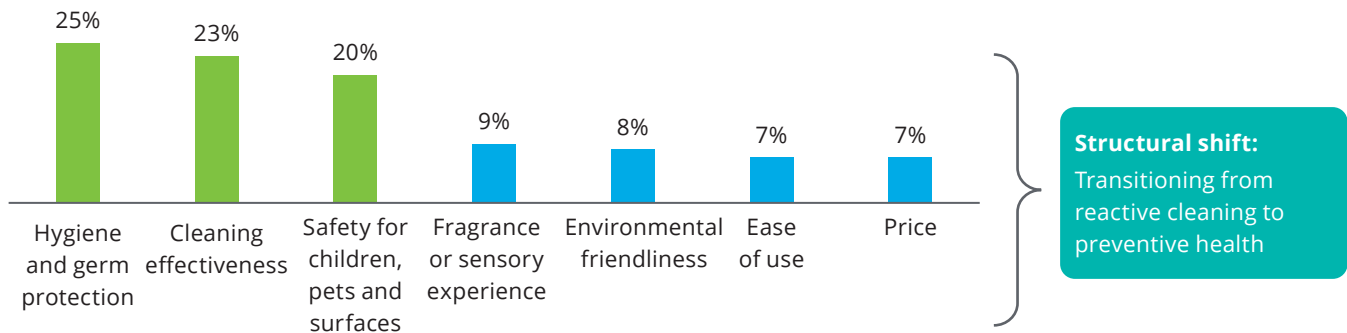
Metropolitan consumers are adopting wellness-oriented, automated and integrated solutions, while Bharat is upgrading towards branded, water-efficient and easy-to-maintain fittings with better functionality.

4.4. Home care and hygiene

The market is expected to grow from US\$9 billion in 2025 to US\$12 billion by 2030, at a 5 percent CAGR.²⁵

Comprises laundry care, surface cleaners, toilet care, pest control, dishwashing and other household cleaning products

The top three factors driving purchase²⁶



What is changing?

Home care is expanding from visible cleaning towards managing the broader health of the household environment. Greater awareness of indoor air, allergens, surface hygiene and specialised material care is creating demand for more targeted and preventive solutions.

Key trends

- **Cleaning is becoming surface-specific:** Products designed for wood, glass, appliances, upholstery, stone and premium surfaces are expanding as homes

incorporate a wider range of materials requiring specialised care.

- **Automation is reducing the cleaning burden:** Robotic vacuum cleaners, automated mopping and other smart cleaning devices are shifting repetitive tasks from manual labour towards assisted maintenance.
- **Indoor environmental quality gains attention:** Air purification, allergen reduction and odour management are broadening the definition of home hygiene beyond floors and surfaces.

²⁵ Deloitte analysis and secondary research
²⁶ Insights from consumer survey on Deloitte home and household survey, 2026. N=660

- **Concentrated and lower-waste formats are emerging:** Refills, concentrates and reusable dispensing systems are beginning to challenge traditional single-use cleaning formats as brands seek convenience alongside lower packaging intensity.

Metropolitan households demonstrate greater demand for specialised cleaning products, automation and preventive hygiene, while Bharat

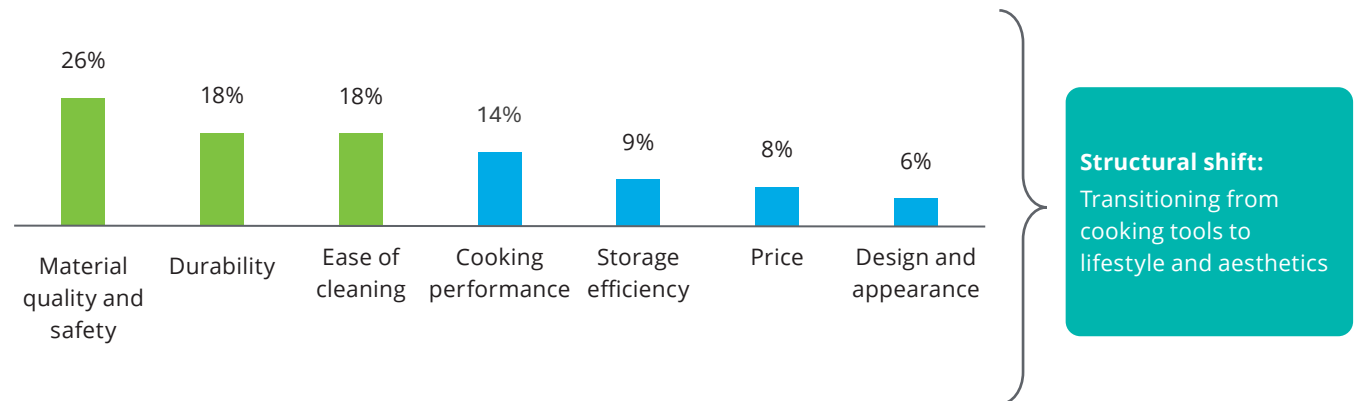
remains more focused on multipurpose products, visible efficacy and accessible price points.

4.5. Kitchenware

The market is expected to grow from US\$6 billion in 2025 to US\$10 billion by 2030, at a 12 percent CAGR.²⁷

Comprises cookware, serveware, storage containers, cutlery, bakeware and kitchen tools

The top three factors driving purchase²⁸



What is changing?

Kitchenware is moving beyond basic utility as consumers become more engaged with cooking, presentation, health and kitchen aesthetics. Product choice is increasingly influenced by material performance, specialised use cases and how kitchenware fits into the broader cooking experience.

Key trends

- **Material performance is driving differentiation:** Stainless steel, cast iron, ceramic and other specialised materials are gaining consideration based on heat performance, durability and perceived health benefits.
- **Health considerations are influencing product choice:** Growing scrutiny of coatings, materials and cooking methods is encouraging greater interest in products positioned around safer materials and supporting cooking with less oil.

- **Home cooking is becoming wellness-led and experience-led:** Consumers are cooking more intentionally, driven by healthier eating, ingredient control, experimentation and social-media inspiration. 'Aesthetic cooking' is becoming more prevalent and is turning the kitchen into a space for creativity and self-expression, expanding demand for specialised cookware, coordinated serveware and design-led kitchen accessories.

4.6. Lighting and décor

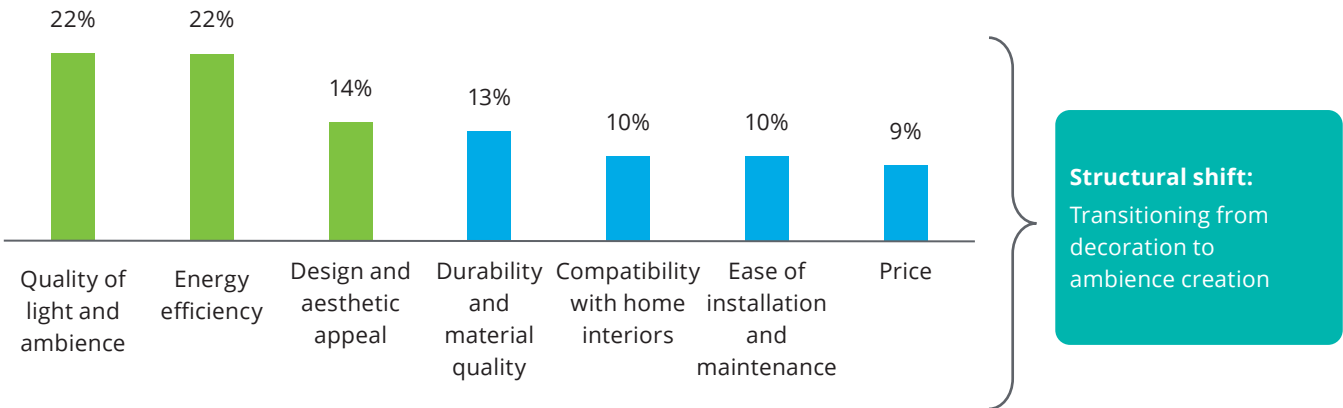
The market is expected to grow from US\$4 billion in 2025 to US\$7 billion by 2030, at a 12 percent CAGR.

Comprises decorative and functional lighting products, artwork, decorative accessories and home décor items

²⁷ Deloitte analysis and secondary research

²⁸ Insights from the consumer survey on the Deloitte home and household survey, 2026. n=660

The top three factors driving purchase²⁹



What is changing?

Lighting and décor are increasingly being used to actively shape how a space looks, feels and functions rather than simply finishing it. Growing design awareness and the ability to change ambience without structural renovation are making these categories important tools for personalisation.

- **Indian and contemporary designs are becoming prevalent:** Craft, regional materials and traditional motifs are increasingly being reinterpreted through contemporary forms, creating more distinctive and locally rooted interiors.

Metropolitan demand is moving towards layered lighting, smart controls and curated décor, while Bharat is combining functional lighting upgrades with affordable decorative products and locally relevant designs.

Key trends

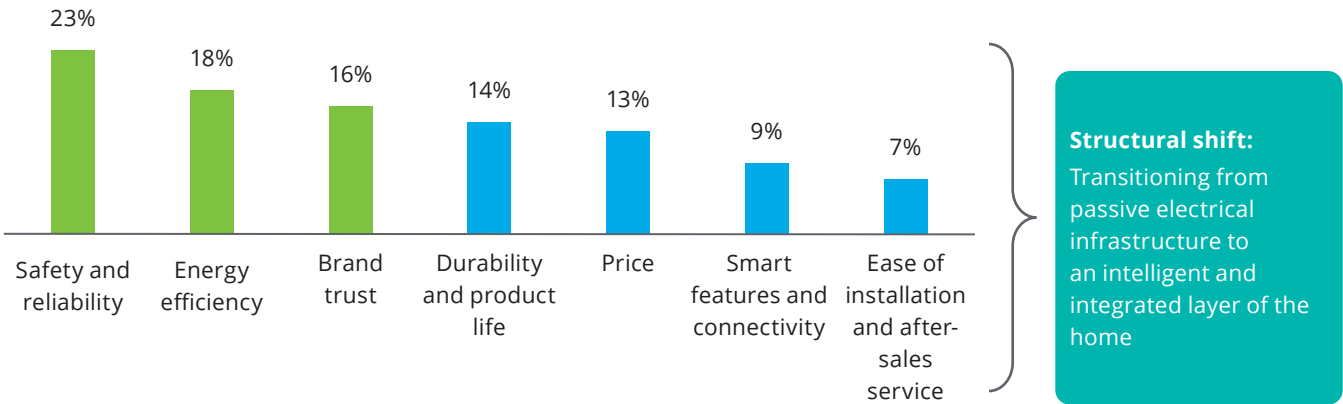
- **Layered lighting is gaining traction:** Ambient, task and accent lighting are increasingly planned together to create differentiated zones and moods within the same space.
- **Lighting is becoming dynamic and controllable:** Dimming, colour-temperature adjustment, sensors and scene-based controls allow households to change lighting according to activity, time and mood.

4.7 Other electricals

The market is expected to grow from US\$9 billion in 2025 to US\$13 billion by 2030, at an 8 percent CAGR.³⁰

Comprises fans, switches, switchgear, wires, cables and other residential electrical products

The top three factors driving purchase³¹



²⁹ Insights from the consumer survey on the Deloitte home and household survey, 2026. n=660

³⁰ Deloitte analysis and secondary research

³¹ Insights from consumer survey on Deloitte home and household survey, 2026. n=660

What is changing?

Electrical products are moving beyond power distribution and basic functionality to play a greater role in how homes are controlled, monitored and managed. Growing adoption of connected controls, rising energy-management needs and integration across smart-home applications are expanding the role of electrical infrastructure, from powering individual products to enabling greater efficiency, safety and responsiveness across the home.

Key trends

- **Rising focus on household energy management:** Energy-efficient lighting, smart meters, connected systems and energy-monitoring solutions are improving visibility and control over household electricity consumption. The growing relevance of residential solar, battery storage and Electric Vehicle (EV) charging is also increasing the need to manage multiple energy sources and loads more effectively.
- **Greater interoperability across smart-home systems:** As connected devices proliferate, homeowners are increasingly likely to value electrical systems that can bring lighting, switches, security and climate controls onto a common interface. This raises the strategic importance of compatibility, control layers and ecosystem collaborations.
- **Shift towards preventive electrical safety:** Electrical safety is expanding beyond conventional

circuit protection through connected breakers, sensors and monitoring systems that can identify abnormal loads, overheating and potential faults earlier. This is enabling a gradual shift from reactive protection towards more proactive monitoring and preventive safety.

- **Electrical purchase decisions are becoming more collaborative:** Homeowners are taking greater control over the selection of visible, aesthetic and smart electrical products, with digital creators increasingly shaping discovery and aspiration. However, electricians, architects and interior designers continue to influence technical specifications, brand selection and installation.

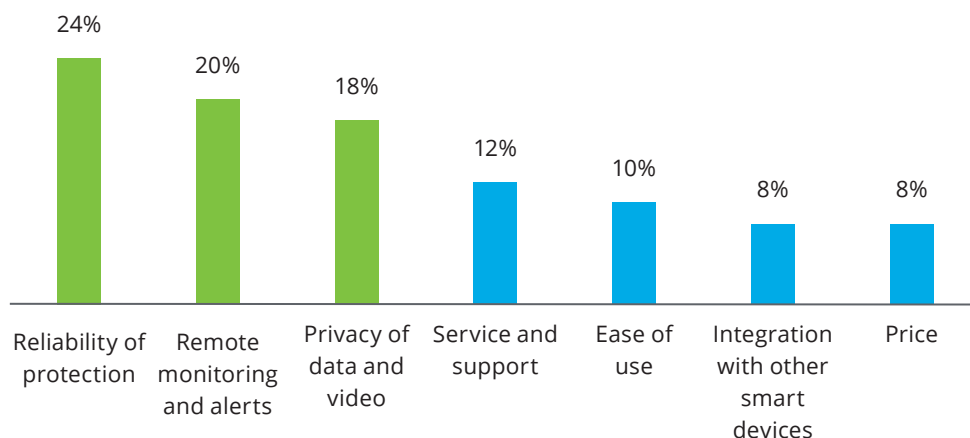
Metropolitan consumers are beginning to adopt connected controls and household energy-management systems, while Bharat's demand is driven more by electrical safety, energy-efficient products, voltage resilience and migration towards trusted brands.

4.8. Home security systems

The market is expected to grow from US\$2 billion in 2025 to US\$4 billion by 2030, at a 15 percent CAGR.³²

Comprises CCTV cameras, alarms, sensors, smart locks, video doorbells and integrated home security solutions

The top three factors driving purchase³³



Structural shift:
Transitioning from intrusion protection to intelligent security systems

³² Deloitte analysis and secondary research

³³ Insights from consumer survey on Deloitte home and household survey, 2026. n=660

What is changing?

Home security is broadening from protecting the perimeter to providing continuous visibility and control over the household. Connected cameras, access systems and AI-enabled monitoring are allowing consumers to manage people, deliveries, pets and vulnerable family members remotely.

Key trends

- **Biometric and keyless access:** Fingerprint-, PIN-, RFID-, mobile-app and OTP-based access are reducing dependence on physical keys while supporting more flexible access for family members, guests and service staff.
- **Safety systems are converging with the smart-home platform:** Security is moving beyond cameras and locks to integrated intrusion alarms, smoke and gas detectors, video intercoms and adaptive lighting, managed through a central interface and designed to actively respond to risks.

- **Security is evolving into connected household care:** Monitoring solutions increasingly support the safety of children, older family members and pets, expanding the category beyond crime prevention to everyday reassurance. Cloud storage, alerts, remote diagnostics and monitoring services enable recurring service relationships beyond one-time hardware sales.

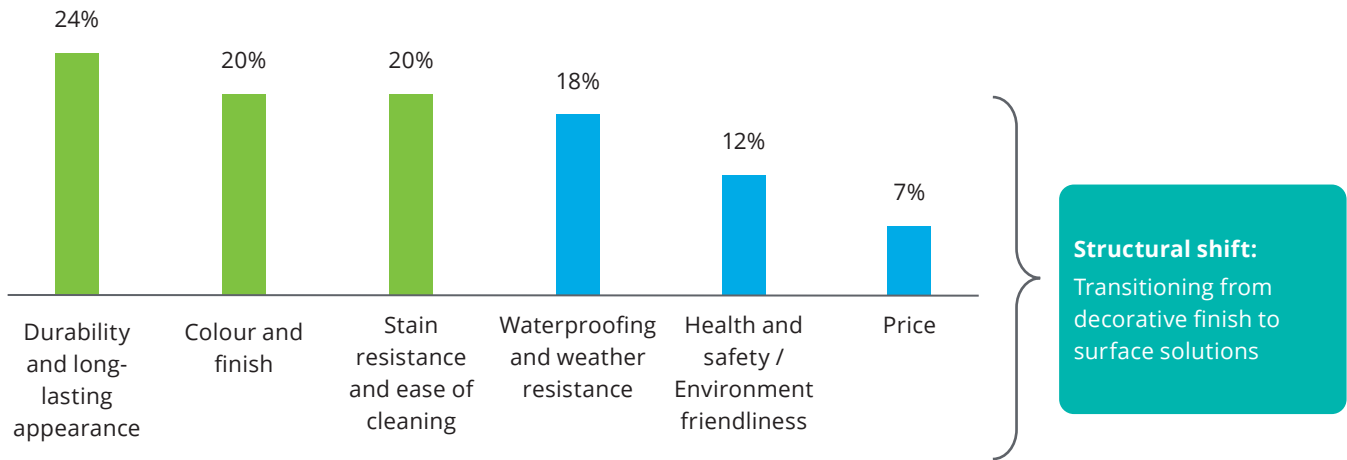
Metropolitan households show a greater preference for integrated security platforms, smart locks and remote monitoring, while Bharat is adopting affordable standalone cameras and video doorbells that offer simple installation and low recurring costs.

4.9. Paints and construction chemicals

The market is expected to grow from US\$10 billion in 2025 to US\$15 billion by 2030, at an 8 percent CAGR.³⁴

Comprises paints, coatings, adhesives, sealants, waterproofing products and construction chemicals

The top three factors driving purchase³⁵



What is changing?

Paint is moving beyond colour and décor to play a larger role in protecting, upgrading and improving the performance of the home. The category boundary is widening from wall paints into waterproofing, textures, wood finishes, construction chemicals and application services, turning the paint job into a broader surface-improvement proposition.

Key trends

- **Waterproofing is moving upstream from remedial treatment to preventive surface protection:** Waterproofing is becoming an integral part of painting, construction and renovation. Players are expanding across primers, roof and terrace coatings, exterior protection, crack treatment and construction chemicals, while combining these products with

³⁴. Deloitte analysis and secondary research
³⁵. Insights from consumer survey on Deloitte home and household survey, 2026. n=660

inspection, expert application and performance warranties.

- **Decorative coatings are moving from colour choice to surface personalisation:** Walls and other surfaces are becoming more deliberate design elements as players expand beyond conventional colours into textures, metallic and material effects, designer finishes and curated palettes. Customisable applications, visualisation tools and design-led collections are enabling consumers to use surfaces to create distinctive spatial identities rather than simply provide a decorative backdrop.
- **Brands are influencing the entire specification ecosystem:** Paint companies are engaging architects, designers and builders through exhibitions, design platforms and technical advisory, while using dealer, contractor and painter networks to extend design and performance propositions across the price pyramid.
- **Painting as a service is gaining traction:** Brands are moving beyond selling paint to managing the complete journey, from consultation and estimation to application, supervision and warranty. This shift

transfers control of the consumer relationship and final finish from the local contractor to the brand, making execution quality a new basis of differentiation. In global markets, players are scaling painting as a service through certified contractor networks, standardised packages with transparent pricing and digital marketplaces connecting homeowners with screened professionals.

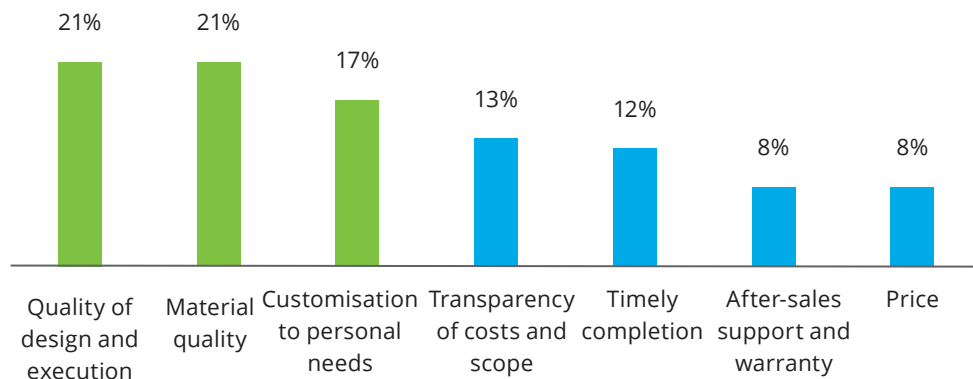
Metropolitan consumers are premiumising through textures, designer finishes and managed painting services, while Bharat is upgrading from basic finishes towards emulsions, waterproofing and weather-resistant coatings, with durability and value remaining central.

4.10. Interior services

The market is expected to grow from US\$4 billion in 2025 to US\$8 billion by 2030, at an 18 percent CAGR.³⁶

Comprises interior design, fit-out, renovation, modular installations and end-to-end home improvement services

The top three factors driving purchase³⁷



Structural shift:
Transitioning from project execution to integrated home transformation

What is changing?

Interior services are moving away from fragmented coordination across designers, contractors, vendors and installers towards more integrated models. Consumers increasingly seek greater predictability over design, cost, timelines and execution, creating room for organised players to manage a larger share of the renovation journey.

Key trends

- **Experience centres are becoming design decision hubs:** Stores are evolving beyond product display into spaces where homeowners can compare materials, test configurations, visualise rooms in 3D and consult experts. This shortens the gap between inspiration and specification while reducing uncertainty in high-consideration design decisions.

³⁶. Deloitte analysis and secondary research

³⁷. Insights from consumer survey on Deloitte home and household survey, 2026. n=660

- **Design has become a productised service:** Interior design is shifting from bespoke, open-ended engagement to clearly defined packages, including room-specific, full-home, virtual and in-store offerings, with transparent deliverables, timelines and price points.
- **Visualisation is moving upstream in the decision process:** Photorealistic 3D views, AR and digital planners allow homeowners to test layouts, materials and furniture before committing, reducing uncertainty and rework during execution.
- **Service delivery is becoming hybrid and scalable:** Clients can access design support

through virtual consultations for early exploration, experience centres for material and product validation and in-home engagement for measurement and execution, matching the level of support to project complexity.

Metropolitan consumers increasingly prefer organised, end-to-end interior solutions with greater cost and timeline predictability, while Bharat remains more reliant on local contractors and phased renovation, with growing adoption of modular products and standardised service packages.



Between 10 and 15 percent of home value is now being allocated to interiors, reflecting greater willingness to invest in design, materials and everyday living outcomes after purchase.³⁸



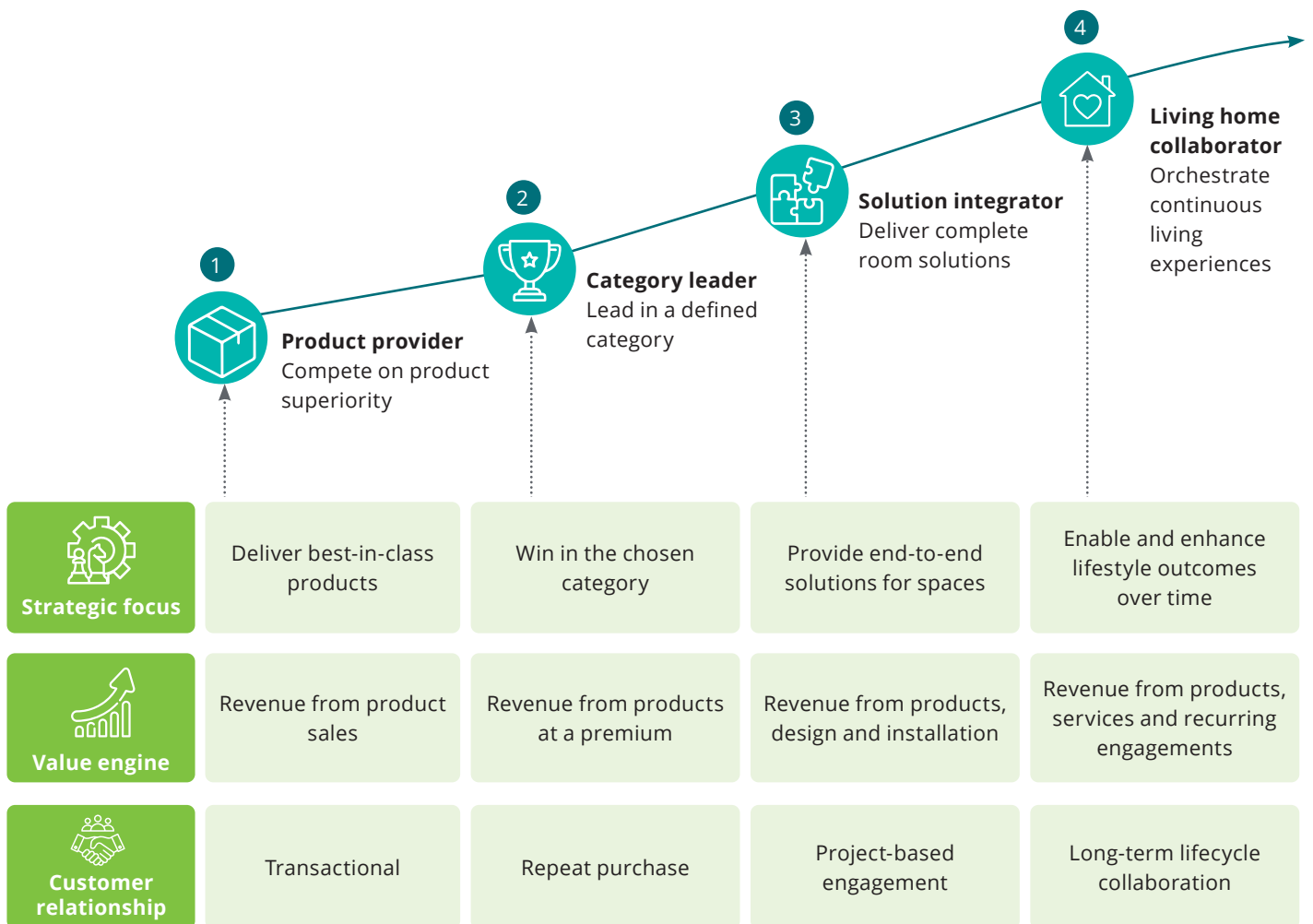
³⁸. Interior Design Budget Allocation Statistics, Firstchair, June 2026

5. Winning the home economy

Throughout this report, we have explored how homes are evolving beyond functional spaces, how consumers are redefining value and how the sector is reorganising itself around integrated homeowner experiences. Collectively, these shifts point towards a structural transformation that

extends far beyond product innovation. The next decade will favour organisations that look beyond product excellence to build lasting relationships with homeowners. Success will increasingly depend on becoming a trusted part of the homeowner journey, from the first decision to the years that follow.

The home and household evolution curve



Source: Deloitte analysis

Competitive advantage in the industry is shifting from manufacturing excellence to experience orchestration. Companies that remain product-centric will compete on features and price. Companies that evolve into will compete on customer lifetime value.

The 6E Framework for winning the new home economy

	Foundation – to play	Advanced – to win
Expand	Prioritise adjacencies around homeowner, room and project needs.	Build integrated propositions and increase the share of each project, rather than focusing only on category share.
Embed	Apply technology to high-friction decisions with clear functional use cases.	Use intelligence to personalise, predict and optimise across the home lifecycle.
Engage	Build a structured post-purchase service and visibility for homeowners.	Use lifecycle triggers to anticipate the next purchase, service, or upgrade need.
Enable	Connect consultation, purchase, installation and service more effectively.	Orchestrate the end-to-end project journey across channels and collaborators.
Ecosystem	Collaborate where external capabilities strengthen the core proposition.	Build curated ecosystems around priority homeowner missions with shared services.
Evolve	Shorten feedback and proposition-refresh cycles.	Build modular and recurring propositions that generate demand beyond traditional replacement cycles.

Category-wise imperatives

The implications of the new home economy will vary by category, reflecting differences in purchase cycles, decision drivers, service intensity and the role each sector plays within the home. The priorities below translate the broader shifts identified in this report into a focused set of actions across product, customer, technology, premiumisation and brand.

Sector	Product	Value proposition	Route-to-market	Technology	Pricing	Marketing
Durables and appliances	Develop interoperable appliance ecosystems aligned with household routines rather than individual product features.	Smart and efficient	Use installation, servicing, upgrades and replacement cycles to maintain customer engagement beyond the initial purchase.	Apply AI to energy optimisation, predictive diagnostics and the automation of repetitive household tasks.	Establish clear good-better-best architectures, with premium tiers based on measurable efficiency and convenience benefits.	Communicate tangible outcomes such as time savings, energy efficiency and ease of use rather than relying on technical terminology.
Furniture and furnishings	Develop modular systems that can be configured, expanded and refreshed as household requirements evolve.	Comfort and aesthetics	Combine experience centres and design assistance with reliable fulfilment and installation, including in non-metro markets.	Use visualisation and configuration tools to simplify purchase decisions and deliver customisation at scale.	Differentiate premium tiers through materials, craftsmanship, configuration flexibility and durability.	Develop distinctive and recognisable design propositions rather than competing primarily through catalogue breadth.

Sector	Product	Value proposition	Route-to-market	Technology	Pricing	Marketing
Kitchenware	Develop coordinated product ranges across preparation, cooking, storage and serving requirements.	Health and nutrition	Enable omnichannel journeys for seamless discovery, comparison, purchase and fulfilment across online and offline channels.	Prioritise digital discovery, product comparison and commerce capabilities over connectivity features that provide limited consumer value.	Premiumise selectively where materials, durability or cooking performance provide a demonstrable advantage.	Use demonstrations and product education to communicate functional differences clearly.
Kitchen and bath	Move from individual fixtures towards coordinated kitchen and bathroom solutions with greater functional and design compatibility.	Holistic wellness	Increase market influence by strengthening engagement with designers, architects, dealers and installation collaborators.	Use configurators and 3D planning tools to improve space planning, specification accuracy and consumer confidence.	Develop premium propositions around design, storage, water efficiency, hygiene and wellness.	Present complete-room applications rather than merchandising individual products in isolation.
Home care and hygiene	Develop specialised solutions for distinct surfaces, fabrics and hygiene requirements rather than relying on broad, all-purpose propositions.	Preventive and sustainable hygiene	Use frequent replenishment cycles, subscription formats where relevant and stronger retail execution to deepen customer relationships.	Apply consumer and channel data to improve portfolio design, assortment, demand planning and replenishment.	Support premium price points through demonstrable efficacy, convenience and specialised performance.	Ensure that product claims are evidence-based, specific and easy for consumers to understand and compare.
Lighting and décor	Develop coordinated collections across decorative lighting and décor rather than offering isolated products.	Smart, adaptive ambience	Make inspiration directly purchasable through room displays, visual commerce and assisted selection.	Use visualisation tools to support design decisions and incorporate smart controls where they materially improve the lighting experience.	Premiumise through design originality, materials, craftsmanship and quality of light rather than smart functionality alone.	Strengthen authority in aesthetics through curated looks, designer collaborations and regularly refreshed collections.
Home security	Develop integrated propositions spanning access, surveillance and monitoring for clearly defined household use cases.	Preventive and connected protection	Treat installation, onboarding and after-sales support as integral elements of the proposition, reflecting the category's trust requirements.	Use AI to improve anomaly detection, increase alert relevance and reduce false alarms, while making privacy and cybersecurity safeguards explicit.	Separate hardware pricing from monitoring, cloud storage and service tiers where recurring service propositions are commercially viable.	Emphasise reliability, privacy and trust in consumer communication.

Sector	Product	Value proposition	Route-to-market	Technology	Pricing	Marketing
Interior services	Standardise repeatable elements of design and execution while retaining sufficient scope for personalisation.	Integrated design and execution	Establish end-to-end accountability across design, sourcing, installation, quality assurance and handover.	Apply AI and digital tools to design iteration, estimation, scheduling, procurement and project tracking.	Offer transparent packages with clearly defined scope, inclusions, milestones and change costs. Use execution assurance to support premium pricing.	Differentiate through predictability, transparency and quality of execution in addition to design capabilities.
Electricals	Develop integrated solutions around electrical safety, control and energy management while reinforcing core infrastructure capabilities.	Safety and efficiency	Deepen engagement with electricians, contractors, builders and specifiers who materially influence product selection.	Prioritise interoperability, load monitoring and integration with solar systems, energy storage and electric vehicle charging infrastructure.	Premiumise through certified safety, reliability, energy efficiency and lifecycle performance.	Increase consumer awareness of safety and energy performance in a traditionally low-involvement category.
Paints and construction chemicals	Develop an integrated surface portfolio spanning preparation, waterproofing, protection and decorative finishes.	Performance, protection and personalisation	Influence decisions earlier through painters, contractors, designers and consultation-led service formats.	Use digital tools for colour and finish visualisation, personalised recommendations, measurement and project estimation.	Base premiumisation on demonstrable performance, including washability, durability, weather protection and specialised functionality.	Maintain leadership in colour and aesthetics while developing stronger credentials in surface protection and performance.

Closing perspective

For decades, India's home improvement industry competed by building better products, expanding distribution and improving manufacturing efficiency. Future leadership will depend on creating connected experiences, simplifying complex homeowner journeys and building relationships that extend well beyond the initial purchase. As products

become platforms and categories converge into ecosystems, competitive advantage will increasingly shift from what companies sell to how they help people live. The next decade will be won by companies that combine integrated product portfolios with connected experiences. It will belong to those who expand beyond products, embed intelligence, engage continuously, enable seamless experiences, build strong ecosystems and evolve alongside the homeowner.

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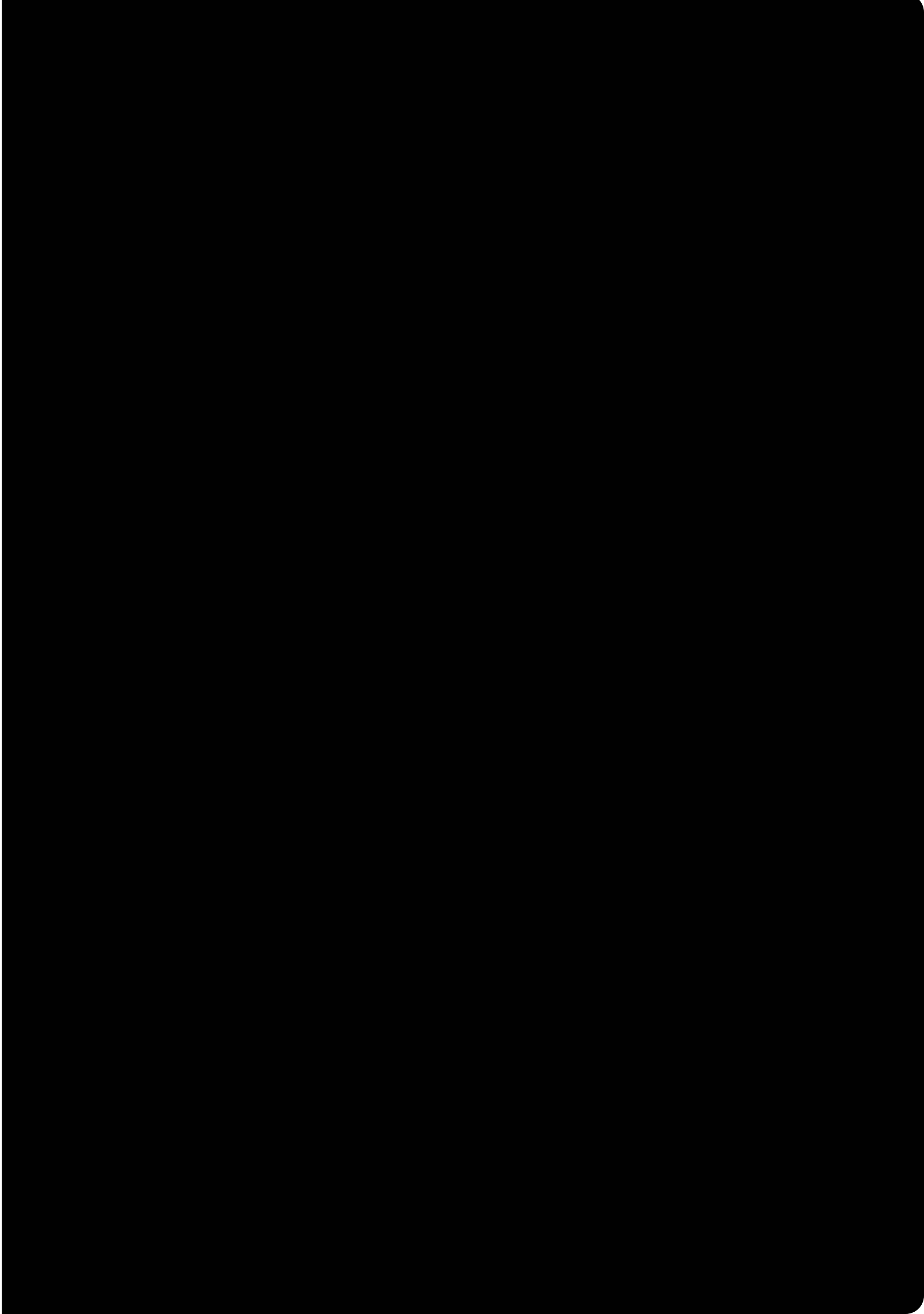
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