

# Furniture

## DESIGN & TECHNOLOGY

January 2023 • ₹ 110/-

### *Luxury Furniture*

**HOTTEST MATERIALS & STORIES ON**

- OFFICE FURNITURE
- SOFAS
- HARDWARE
- WARDROBES



# TRENDS & FORECASTS FURNITURE INDUSTRY OF INDIA 2023

From the house of  
**SURFACES REPORTER®  
& PLY REPORTER**



*Fusi Table; Image credit: Alankaram*

COVER STORY | FDT

# FURNITURE DESIGN TRENDS

A QUICK RECAP FROM 2022 AND A  
PREVIEW FOR 2023 FROM LEADING  
PLAYERS AND DESIGNERS

Curious to know what's on the horizon for 2023? **Furniture Design and Technology (FDT)** connected with leading brands and designers to discuss what's coming in 2023 in terms of furniture design, innovations, technology, materials and more. But before that, here is a glimpse of the past year...



“ Furniture shopping has become an omnichannel, therefore, furniture brands are ensuring that they are available online as well as offline. ”

**Mr Hussaine Kesury**  
Chief Category Officer,  
Pepperfry

The Indian furniture market is one of the sectors in the country that has witnessed an evolution of its own by expanding beyond chairs and tables to designed interior wardrobes, sofas, consoles and more. India being the fifth largest furniture producer in the world and the fourth largest consumer of furniture, the **Indian furniture market had been valued at USD 174 billion in FY21, and is predicted to reach USD 377 billion by 2026, growing at a double-digit CAGR of 13.37 per cent during 2020-2026,** informs a report by Invest India.

The past three pandemic years witnessed the investment of value-added furniture into consumers' living spaces, courtesy of the work-from-home phenomenon. Additionally, the growing middle-class population, rising disposable income and the growing number of urban homes have also contributed to the expansion of the Indian furniture market. As we embark on a new beginning, **Furniture Design and Technology (FDT)** foretells the trends and design shifts of the furniture industry with expert opinions. Before that, let's jump onto a quick recap from 2022 that witnessed an interesting turn of events for the furniture industry where consumers' wants and needs observed a drastic change...

### FLEXIBLE HOME-OFFICE SOLUTIONS

The trend of the need for a personalized space within the house for the work-from-home situation continues in the post-pandemic world where hybrid working conditions have become the new normal. "This led to the demand for study tables and ergonomic chairs throughout 2022," informs **Mr Hussaine Kesury, Chief Category Officer, Pepperfry.**



Image credit: Wriver

### DESIRING COMFORT

Consumers have realised the importance of comfort after spending months and years in lockdown. **Sachin and Neha Gupta, Founders and Interior Designers, Beyond Designs** believe that post-COVID, when we were still craving comfort in 2022, furniture design saw a focus on softly curved and textured furniture. **Mr Erik Jan Middelhoven, Home Furnishing and Retail Design Manager, IKEA India** adds, "We see an increase in the desire for comfort – softer edges, round shapes, tactile surfaces and organic/natural materials."

### MULTIFUNCTIONAL DESIGNS

Over the past two years, multi-functional furniture also gained traction in India. Mr Middelhoven, points out that most Indians struggle with storing and organizing as one of their biggest frustrations in life at home. "A continued development can be seen in smart and affordable home organizer solutions such as wardrobes with smart and personalized interiors," he adds.

Image credit: White Domus



## UPCYCLED, GREEN MATERIALS

Sustainable furniture was the talk of the market in 2022. **Mr Srikanth Varma, Founder and Principal Designer, Esvee Atelier** reflects, "Post-COVID, customers have been keen to understand what material is being used. People have now started practicing conscious living."

**Ar Anupriya Sahu, Founder and Design Head, Alankaram** states that as the awareness of the need to protect the environment grows, the demand for eco-friendly furniture also increases. "Consumers are becoming more interested in purchasing furniture that is made from sustainable materials. Several new materials, such as bamboo and recycled plastic, are being used to create furniture that is not only stylish but also environmentally friendly," informs **Mr Dinesh Pratap Singh, Co-Founder, Woodenstreet.**

## NEW MATERIALS AND TEXTURES

Customers experimented with fabrics like velvet in seating and sofas,



“  
Consumers are becoming more interested in purchasing furniture that is made from sustainable materials.

”

**Mr Dinesh Pratap Singh**  
Co-Founder, Woodenstreet

upholstered beds, marble top centre tables, dining tables, etc. Natural wood tones, rattan and vintage furniture that evoked nostalgia warmed the heart, while textured surfaces and natural tactile textiles were sought after. "Cotton, linen, velvet and boucle fabrics became popular. Earthy hues, as well as soft pastels brought comfort to anxious minds," adds Sachin and Neha. Another key trend shaping the Indian furniture market is the rise of new materials and manufacturing methods. "New manufacturing methods, such as 3D printing, are being used to create unique and customized furniture pieces," adds Mr Singh.

## POPULARITY OF ONLINE FURNITURE STORES

As per Invest India, the size of the online furniture retail segment grew from USD 300 million in 2017 to USD 920 million in 2020 recording a **CAGR of 32 per cent.** According to Mr Singh, "The Indian furniture market in 2022 saw an increasing popularity of online furniture stores. Online furniture stores offer



“

Urban dwellers prefer contemporary furniture that is timeless yet elegant and versatile, and this trend will only be triggered in the coming year.

”

**Mr Sajal Lamba**  
Co-Founder and Director  
Wriver



“

As the awareness of the need to protect the environment grows, the demand for eco-friendly furniture also increases.

”

**Ar Anupriya Sahu**, Founder  
and Design Head, Alankaram

many advantages over traditional brick-and-mortar stores such as a broader range of products, more competitive prices and greater convenience.” For Mr Kesury, “Shopping in furniture has truly become an omnichannel, and therefore, furniture brands are ensuring that they are available for their target consumers online as well as offline.”

**SMART DESIGNS AND PRODUCT INNOVATION**

**Mr Sajal Lamba, Co-Founder and Director, Wriver** listed other aspects that garnered prominence, “Enhanced tech and process innovations across various stages ranging from production to delivery and logistics have impacted the furniture value chain in India. Product innovations with options to create elegant, low-maintenance, easily installable designs have become popular. In particular, the opportunity to customise furniture in terms of materiality has offered more versatility to the consumer.”



Kallax Storage; Image credit: IKEA

# NOTABLE TRENDS IN 2023

Experts believe that on account of the expected higher residential sales, increasing middle-class population in metropolitan cities, change in preferences and higher disposable incomes, the Indian furniture market is expected to grow steadily in 2023. Get ready to ruminate on these trends listed by furniture industry experts...

Orbis Table; Image credit: White Studios



## RISE IN URBAN POPULATION

Invest India cites, 40 per cent of India's population will be living in urban areas by 2025 up from 31 per cent in 2010, and will account for more than 60 per cent of consumption. Mr Kesury believes that with improving infrastructure and serviceability, **robust demand from Tier 1 and Tier 2 markets will be seen** as more and more furniture choices will be

made available to consumers through offline experience centres.

"Urban dwellers prefer contemporary furniture that is timeless yet elegant and versatile, and this trend will only be triggered in the coming year. Additionally, **quality will be more important than ever** as new materials and innovative technology will flood the market," informs Mr Lamba.

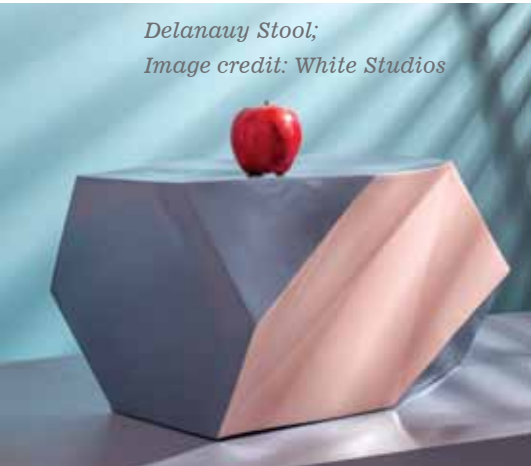
## OPTIMISATION OF RESOURCES AND SPACE

New furniture segments like gaming chairs and space-saving furniture are expected to witness a surge in demand. For Mr Middelhoven, "Optimizing the little space we have available is key to making the best of each cubic centimeter. **Functionality is the absolute key in 2023.**"



“  
Surface details and textures are going to be big. Statement-making pieces will be sought after.  
”

**Sachin and Neha Gupta**  
Interior Designers, Beyond Designs



*Delanaury Stool;*  
*Image credit: White Studios*



*Doughnut Chair;*  
*Image credit: White Studios*

People are willing to invest in smart solutions that will make their everyday lives just a bit easier. 2023 will be about value for money for many households.” Additionally, **Mr Gitesh Mehta, Founder, White Studios**, adds, “People are now looking for more experiential furniture and not just aesthetics. More maximalism, **more storage furniture and high accent furniture** which may be either CMF element or structural furniture, leisure chairs and convertible furniture will be some major furniture highlights in the upcoming year.”

Mr Varma also points out, **“New hybrid pieces will still continue in 2023** as there’s no definitive space for pieces in open spaces and plans.”

**DEMAND FOR SUSTAINABLE MATERIALS**

The pandemic promoted conscious choices. Sachin and Neha confirm that **wood, bamboo, cane, rattan, jute, etc will be much in demand** as compared to synthetic materials. Adding to the duo, **Meera Pyarelal, Founder and Interior Designer, Temple Town** notifies, **“Biophilic design is here to stay** and colours inspired from nature continue to rule greens, browns beiges and greys.”

**BLENDING PAST AND PRESENT**

Sachin and Neha predict that curved furniture of the last few years will still



“  
Post-COVID, customers have been keen to understand what material is being used. People have now started practicing conscious living.  
”

**Mr Srikanth Varma**  
Founder and Principal Designer, Esvee Atelier



Left and right: Image credit: Temple Town



“2023 will see the return of Art Deco with a slow shift from minimalism with more colour and drama, and a lot less of open shelves and glass doors.”

**Meera Pyarelal**  
Founder and Interior Designer,  
Temple Town

find favour. “Surface details and textures are going to be big as today. Statement-making pieces will be sought after,” cities the duo.

Pyarelal alludes, “**2023 will also see the return of Art Deco** with a slow shift from minimalism with more colour and drama, and a lot less of open shelves and glass doors. Additionally, with the advent of marie condo, people will seek multi-functional spaces that are organized.”

### DESIGN INNOVATIONS

For Ar Sahu, “Product innovations in custom and ready-made furniture have enabled the creation of low-maintenance pieces that are easily installable, thus becoming the preferred choice of today’s users.”

Augmented Reality in e-commerce provides a much more interactive shopping experience to consumers. Mr Kesury elaborates, “**AR/VR will gain** traction as consumers are





“ People are now looking for more experiential furniture with maximalism, more storage furniture and high accent furniture. ”

**Mr Gitesh Mehta**  
 Founder, White Studios



Vault Chair; Image credit: Esvee Atelier

“ People are willing to invest in smart solutions that will make their everyday lives easier. 2023 will be about value for money. ”

**Erik Jan Middelhoven,**  
 Home Furnishing and Retail Design Manager, IKEA India

looking for an immersive shopping experience. It enables multi-variate and will blur the offline-online elements to provide a virtual design experience see it in your room.”

Ar Sahu also mentions that **Indian artisans are getting recognition** and merging fusion with contemporary is another prospect driving the Indian furniture market.

**GOVERNMENT INITIATIVES**

Lastly, experts believe that the **Make-in-India theme is likely to gather momentum in 2023.** “The government’s focus on making India a furniture manufacturing hub through various initiatives like setting up furniture hubs and PLI schemes for mass production will accelerate the initiative,” concludes Mr Kesury.

### Smola Dining Table by Alankaram

The table has an interesting base in a combination of metal and wooden slats, and a full teak wood slab with resin. It can be customized for sizes, shapes, resin colour and base structure.

Size: 1800mm X 1000mm X 756mm.



### Cleopatra Dressing Unit by Esvee Atleier

Made of solid oak wood, shimmering brass details and a full-length mirror, this dressing unit is compact and space-efficient.

## STEAL THE SHOWCASE

### Doric Coffee Table by White Domus

Made of stainless steel, this table is handcrafted in a well-rounded and textured way to blur the lines between utility and artistic rendition.



## Filo Daybed by Wriver

Collection: Oris Collection; Designer: Studio Sumeet Nagi;  
 Dimensions: 1650L x 600D x 350H or 2100L X 750D X 350H;  
 Metal finishes: Brass antique light, brass antique dark, black nickel antique, black nickel polished;  
 Wood finishes: Fumed oak matte, black stained ash matte, smoked eucalyptus;  
 Fabric finishes: Fabric and leather options available on request.



## Pantone Wired Chair by White Studios

The iron chair has fabric on the back with captivating textures and patterns of the striking iconic silhouette of the Pantone Chair. Available in gold and white finishes.



### Brimnes Wardrobe by Ikea

The wardrobe is made by using sawmill leftovers and scrap wood in the particle board with the aim to have a positive impact on the planet. Comprises a clothes rail for shirts and dresses, shelves for folded clothes, shoes and bags, and a mirror door.



### Ibuki Foldable Study Table with Cabinet by Pepperfry

Minimalistic and functional, the table is a space-saving compact furniture piece made out of high-quality engineered wood.

### Temple Town Signature Regency Arm Chair by Temple Town

Made of teak, this chair is a trendsetter. It creates a fine balance between traditional and modernity, present and future, and local and global.

