

# India Indoor Plants Market to Grow at Formidable Rate During Forecast Period

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## Rapid urbanization, increasing income levels and changing lifestyle to drive India indoor plant market through 2024

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According to TechSci Research report, "India Indoor Plants Market By Type, By Application, Competition, Forecast & Opportunities, 2024" the India indoor plants market is expected to grow at a robust CAGR during the forecast period owing to the increase in levels of indoor air pollution. Moreover, easy availability, low maintenance and cost effectiveness are further driving demand for indoor plants. However, the use of equipment like air purifiers, is likely to hamper the growth of the market during forecast period.

Browse market data Tables and Figures spread through Pages and an in-depth TOC on

"India Indoor Plants Market"

The India indoor plants market is segmented based on type, application, region and company. Based on type, the market can be categorized into shade loving plants, low light plants and high light plants. The low light plants segment is expected to dominate the market owing to their low maintenance and ability to grow in low and indirect light. Based on application, the market can be bifurcated into absorb harmful gases & release oxygen and landscape decoration, of which the former dominates the market on account of increasing levels of indoor air pollution.

Nurturing Green, Ferns & Petals, Heritage India, Shanti Nursery, Mera Maali, MyBageecha, Nursery Live, TrustBasket, Greendecor, Mashrita Nature Cloud and others are some of the leading players operating in India indoor plants market. Companies operating in the market are using organic strategies such as product launches, mergers and collaborations to boost their share.

According to TechSci Research “India indoor plants market is anticipated to witness significant growth during forecast period. The growth of the market can be attributed to increasing indoor pollution levels and growing environmental concerns, which are pushing the demand for indoor plants. Moreover, factors like rapid urbanization, rising income level coupled with changing lifestyle pattern would further steer growth in the market.”said Mr. Karan Chechi, Research Director with TechSci Research, a research based global management consulting firm.

“India Indoor Plants Market By Type, By Application, Competition, Forecast & Opportunities, 2024” has evaluated the future growth potential of India indoor plants market and provides statistics & information on market size, structure and future market growth. The report intends to provide cutting-edge market intelligence and help decision makers take sound investment decisions. Besides, the report also identifies and analyzes the emerging trends along with essential drivers, challenges and opportunities in India indoor plants market.

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