



the indian review of
world furniture,
interiors and design

NOV-DEC 2020



the rug republic | delhi



classic marble company | mumbai



wonky works | gujarat



wallistry | chennai



insigne carpets pvt ltd | haryana
the yellow dwelling | bangalore

growing market

Climate change concerns and the coronavirus pandemic have caused a shift in thinking in consumers, who are becoming environmentally conscious about their impact on the planet. This has helped the sustainable products market to grow steadily over the last few years.

"As per our survey, the demand for sustainable products with economic viability has grown 5 times more than their non-sustainable counterparts," says Borkotoky. Since 2015, his company has been able to register a growth of above 90% CAGR and expects to see it grow

about 150% CAGR in the next 5 years. The Rug Republic's growth rate is around 20 per cent year-on-year. Meanwhile, Sarthak Sahil Design Co has on average had a 30 % year over year growth rate since its inception in 2010.

Developing products in the framework of a project can be a useful way to present a sustainable lifestyle holistically, according to Sarthak Sengupta, Director and Co-Founder, Sarthak Sahil Design Co.

"This way we can create an entire experience with greater effect than isolated products and sustainable products can transcend from being a novelty to being a lifestyle," he says.

