

text :: deepika khurana

# EMBRACING THE OUTDOORS: EVOLVING TRENDS IN OUTDOOR FURNITURE



stone art

## As the line between indoor and outdoor

living blurs, outdoor furniture trends have evolved to mirror the comfort and style found indoors. From lounge suites to sleek dining sets, the choices seem endless. In recent years, the outdoor furniture market has witnessed a significant transformation, driven by shifting consumer preferences towards sustainability, functionality, and aesthetic appeal.

According to Darwin William, Co-Founder, Richard's Garden, Bengaluru, much as lifestyles have evolved, outdoor living spaces too have become integral parts of homes. He adds, "In the past, outdoor furniture was predominantly perceived as a necessity rather than a design statement. However, consumers now view outdoor furniture as an extension of their interior décor, demanding designs that reflect their personal aesthetic preferences." The company offers a wide range of outdoor furniture and accessories including Vietnamese art jardinières and furniture from Gardenia. With a rich legacy spanning two decades in the furniture industry, the brand is the leading manufacturer of Fiber Reinforced Plastic (FRP) outdoor furniture in India. "Our expertise in FRP technology allows us to create innovative and resilient outdoor furniture pieces that excel in both form and function," says William.



Darwin William



richard's garden | bengaluru



▲vita moderna



Pritesh Modi

Pritesh Modi, Co-Founder, Vita Moderna, couldn't agree more. He points out that Indian consumers now embrace a more eclectic approach, blending traditional designs with contemporary aesthetics. "Consumers now seek unique pieces that reflect their individuality and connection to nature," says Modi. Distinguished by its exclusive representation of esteemed European marques such as Flexform, Elie Saab, Vittoria Frigerio, Alberta, Reflex Angelo, Luce Plan, and Glamora, Vita Moderna offers an extensive repertoire of bespoke services tailored to every facet of luxury living, including a range of outdoor furniture.



As people increasingly seek to create inviting outdoor spaces that seamlessly blend with nature, manufacturers and designers have responded with innovative solutions and eco-friendly materials. However, besides materials, outdoor furniture trends are also marked by a preference for versatile needs. Falgun Shroff, Co-Founder and Promoter, Sources Unlimited highlights that it's more about smart features like remote-controlled adjustable settings for enhanced comfort these days. "There's also a notable emphasis on easy maintenance and cleaning processes, ensuring hassle-free upkeep and prolonged durability of furniture investments," he says. Sources Unlimited is an importer of luxury home décor brands, boasting a vast portfolio of over 400 European design houses.



Falgun Shroff



▲sources unlimited



**Trending Designs and Materials**

Speaking about the latest trends, William adds, "Trends vary across different regions of India, reflecting the diverse tastes and preferences of consumers."

According to him, if in regions like Goa, vibrant colors dominate the outdoor furniture scene, then on the other hand, in cities like Chennai, materials, durability and suitability of furniture for the local climate take center stage. Similarly, in bustling urban centers like Bengaluru and Mumbai, style is prioritized, especially with consumers seeking sleek and contemporary designs that complement modern living spaces.

Another prominent trend in outdoor furniture is the fusion of indoor comfort with outdoor durability. Consumers are looking for pieces that not only withstand the elements but also offer the same level of style and comfort as their indoor counterparts. "Our top-selling outdoor sofas are made of weather-resistant materials such as synthetic wicker or aluminum frames with plush cushions. These provide luxurious seating for relaxing and entertaining outdoors," says Shroff.



▲▼plüsch



Sukriti Sharma

As a result, there has been a rise in the popularity of deep-seating sofas, lounge chairs, and dining sets that feature plush cushions, sleek lines, and premium materials. In addition, functionality is paramount when selecting outdoor furniture, as it needs to withstand the elements while providing comfort and convenience. "Whether it's dining, lounging, or entertaining, consumers should consider factors such as weather resistance, durability, and ease of maintenance when choosing outdoor furniture," points Sukriti Sharma, Partner, Plüsch, a leading luxury lifestyle brand in the kitchen and furniture segment, dedicated to bringing the epitome of German craftsmanship to the Indian market.

Modularity is another key trend shaping outdoor furniture design. "Modular furniture allows users to customize their outdoor spaces according to their needs and preferences, whether it's creating cozy conversation nooks or expansive dining areas. Additionally, modular pieces often feature versatile designs that can be easily rearranged or expanded, providing flexibility for different occasions and environments," says Amruth Sampige, Co-founder, Dash Square. Dash Square offers top-selling products from renowned global brands like Kuka, Natuzzi Editions, and Ashley Home Store Furniture in India.



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Brijesh Bansal

In terms of color tones, Brijesh Bansal, Founder, Stone Art recommends earthy tones such as beige, gray, and white and muted color palettes that are trending these days. According to him contemporary outdoor furniture trends emphasize a blend of natural and modern elements. "There's a growing trend towards incorporating natural elements like teak wood and stone to impart a rustic charm. This shift is driven by the need for furniture capable of enduring harsh climatic conditions, particularly during monsoons," he says.

Besides, there's a growing preference towards organic shapes and natural textures inspired by the surrounding environment. "From rounded sofas and sculptural coffee tables to rattan, teak, and aluminum are favored for their durability and weather resistance," Sampige adds.

**Changing Buyer Perceptions**

The perception of outdoor furniture has evolved from being purely functional to becoming an integral part of overall home design and lifestyle. Today's buyers view outdoor spaces as extensions of their indoor living areas, where they can relax, entertain, and reconnect with nature.

"Definitely, the line separating indoor and outdoor furniture aesthetics is fading, fostering cohesive home decoration. Consumers prioritize eco-conscious materials and sustainable production methods, signaling a move towards mindful consumption," says Saba Kapoor, Co-Founder, Nivasa.



Saba Kapoor

nivasa



According to Kapoor, minimalist design principles, focusing on sleek lines and simplicity, are becoming increasingly popular. "Our top-selling poolside chaise lounges combine style and functionality for ultimate relaxation by the pool. With sleek designs and built-in durability, they are the perfect addition to any outdoor oasis," she adds.

Moreover, there is a greater emphasis on outdoor living experiences, with homeowners investing in amenities such as fire pits, outdoor kitchens, and lounging areas to create inviting outdoor environments for socializing and relaxation. This shift in perception has led to increased spending on outdoor furniture, as consumers recognize the value of investing in durable, comfortable, and aesthetically pleasing pieces that elevate their outdoor living spaces. But Dr. Anurag Kanoria, Director, The Great Eastern Home, insists that in India's diverse climate, it's crucial to choose outdoor furniture that's both practical as well as functional. "Furniture should be such that not only looks good outside but also lasts long, feels comfortable, and is easy to maintain. Important features to look for should include weather resistance, low maintenance, and versatility," says Kanoria. The Great Eastern Home offers a range that combines tradition, skilled craftsmanship, and luxurious design. With a history of 176 years, the brand offers a special mix of old-world charm and modern style.



Dr. Anurag Kanoria



the great eastern home

Meanwhile, when selecting outdoor furniture, it is equally important to consider the quality of materials, as the design and construction. Customization too is a key trend that allows consumers to personalize their pieces to suit their style and complement each space. "Fabrics play a crucial role. For instance, weather resistant materials like Sunbrella are popular for their durability and variety of colors and patterns. Additionally, one should think about the functionality of the furniture and how it will be used," adds Kapoor.

**Consider Sustainability**

In recent years, sustainability has emerged as a driving force in the outdoor furniture industry, with consumers becoming more conscious of the environmental impact of their purchasing decisions. Manufacturers too are responding by incorporating sustainable practices and materials into their production processes, from sourcing eco-friendly raw materials to implementing energy-efficient manufacturing techniques. "One of the key sustainability trends in outdoor furniture is the use of recycled and recyclable materials. The use of natural materials such as teak, cork, and natural stones remains a prominent trend. In addition, there is a growing interest in biodegradable and compostable materials, as well as non-toxic finishes and adhesives that minimize environmental harm," says Sajal Lamba, Co Founder and Director, Wriver.



Sajal Lamba

Elaborating Wriver's top selling Grezzo Series, which is a highly acclaimed collection of outdoor furniture that beautifully combines nature's organic forms with the ingenuity of human craftsmanship, Lamba adds, "Inspired by organic sculpture, the Grezzo collection seamlessly integrates raw stone fusion and the meticulous art of Japanese joinery with contemporary design principles. Each piece reflects a deep respect for traditional craftsmanship, elevating outdoor living spaces with a sophisticated blend of heritage and modernity."

Another aspect of using sustainable material such as natural stone creates a strong connection to nature. Its organic textures often evoke a sense of grounding and harmony with the natural environment and create a calming atmosphere, making the furniture not just functional but also emotionally resonant.



wriver



dash square


**Market Outlook**

The outlook for the outdoor furniture market is promising, driven by several factors including the growing popularity of outdoor living, increasing urbanization, and rising disposable incomes. The global outdoor furniture market, valued at \$45.10 billion in 2022, is projected to reach \$74.28 billion by 2031, growing at a CAGR of 5.70% from 2024–2031. "In India, the market is expected to grow at a CAGR of 5.53% from 2024–2029, with revenue reaching \$273.80 million in 2024. Despite the United States leading in revenue generation with \$18,450 million in 2024, India's outdoor furniture market is gaining momentum, generating INR US\$0.19 per person in 2024," says Sampige.



Amruth Sampige

This growth is fueled by the rising demand for outdoor living spaces in India, reflecting evolving consumer preferences. "People are paying more attention to sprucing up their homes and creating nice outdoor spaces. As more people aim to make their outdoor areas both stylish and practical, the market is expected to only get bigger," adds Dr. Kanoria.

Furthermore, the emphasis on sustainability is likely to shape the future of the outdoor furniture industry, as consumers prioritize environmentally friendly products and practices. Manufacturers that embrace sustainability and incorporate eco-friendly materials into their designs stand to gain a competitive advantage in the market, appealing to environmentally conscious consumers and aligning with evolving regulatory standards and industry trends. 



wriver