

India's Home Projection Market Redefines Entertainment with Smart Luxury

While the Indian pro AV landscape witnessed a notable shift in 2025, home entertainment has emerged as one of the industry's most dynamic growth drivers. What was once a premium hobby confined to a niche audience has now evolved into a mainstream lifestyle aspiration. Rapid urbanisation and increasing desire for immersive, theatre-like experiences at home are empowering this transformation.

Globally, "the home entertainment market size is forecast to increase by USD 138 billion at a CAGR of 8.3% between 2024 and 2029," according to market research company, **Technavio**. In fact, "India pro AV market size reached USD 101.30 million in 2024 and **IMARC Group** expects the market to reach USD 146.23 million by 2033, exhibiting a growth rate (CAGR) of 4.20% during 2025-2033," mentions **IMARC** report. Multiple reports give credits to the growing user demand for advanced home entertainment systems across the sector.

Trends Reshaping the Home Projection Landscape

As home entertainment grows, projection-based solutions are taking centre stage in residential AV setups. Ultra-short-throw projectors are becoming especially popular in compact Indian homes due to their ability to deliver massive screen sizes even in tight spaces. Combined with the rise of Ambient Light Rejecting (ALR) and high-gain projection screens, homeowners are increasingly replicating the cinematic big-screen experience.

Indian manufacturers are also rising to meet this demand. Companies like **Lumina Screens**, known for their fixed-frame and ALR screens, have become essential to modern home-theatre environments. A notable example is their **Chennai high-end home-theatre project**, where a large-format AV screen – **Accupix Pro**, was integrated into a multi-seat residential cinema, demonstrating how premium screens are elevating in-home viewing experiences.

India's home entertainment landscape is undergoing a definite shift, with home projection systems emerging as a fast-growing segment under the pro AV landscape. As consumers seek immersive, theatre-like experiences within their living spaces, demand for premium projectors, advanced screens, and integrated home-theatre environments has surged across the country including Tier-I and Tier-II cities. 2025 has marked a pivotal moment for India's home projection market, where technology, lifestyle aspirations, and experiential living came together.



Audio continues to evolve in parallel, with immersive formats like **Dolby Atmos** and **DTS:X** now standard in performance-driven home theatres.

Smart home integration further strengthens the ecosystem, with brands such as **Control4** enabling seamless control across projection, audio, lighting, and automation modules. Premium audio brands like **Yamaha** and **Harman Professional** add depth to this fast-growing category.

Industry Drivers and Challenges

Macro-level forces continue to fuel this momentum. India's urban population is projected to exceed in the coming years, bringing with it heightened expectations for personalised leisure spaces. Improvements in broadband infrastructure, smart-home compatibility, and wider device accessibility also accelerate the shift.

However, high initial investment for home-theatre setups remains a limiting factor. Data privacy concerns around

smart-home devices add another layer of caution. Yet, as prices drop and awareness grows, the market is tilting toward modular, step-by-step upgrade paths, allowing homeowners to begin with a UST projector or ALR screen and expand gradually.

This direction aligns with broader government initiatives like the **smart cities mission** that supports digital infrastructure inherently boosting AV readiness. **Mordor Intelligence's** report predicts India's smart home market to cross USD 19.31 billion by 2030.

Conclusion

From UST projectors to high-contrast ALR screens and fully automated theatre rooms, India's home projection category has evolved from niche indulgence to mainstream lifestyle pursuit. As technology becomes more accessible and installers expand into regional markets, home projection is poised to become a strong pillar of India's growing pro AV industry.