

HGH India 2017

Discover True Potential of Indian Market



An overview of HGH India 2016

HGH India 2016, 5th annual edition of the trade show for Home Textiles, Home Décor, Gifts & Houseware received an overwhelming response from the trade and industry. 25,140 trade visitors, primarily retailers from 422 cities and towns covering all states of India attended this trade show in Mumbai to source home products for their business and discover upcoming home fashion trends for 2016-17. Over 450 leading Indian and International brands and manufacturers from 30 countries unveiled their innovations and new collections at HGH India 2016.

Mrs. Rashmi Verma, Secretary Textiles, Government of India, while inaugurating HGH India 2016 said that India was one of the most promising markets in the world today with its 7.5% GDP growth and 65% population below the age of 35 years. This market held a huge growth potential

for manufacturers and brands for home products from across the globe as consumers here were upwardly mobile with increasing disposable incomes. With its professional, world-class and businesslike environment HGH India was an ideal platform for the exhibitors to connect with Indian trade buyers and business partners to explore this rapidly emerging market.

Offline and online retailers, specialty stores, hypermarkets, distributors, importers, wholesalers and institutional buyers found products and services at HGH India 2016 innovative, well-designed and of high quality standards. Furthermore, the latest edition of HGH India witnessed a 10% rise in number of visitors proving the growing popularity of this trade show amongst serious buyers.

Trade visitors could identify the new and upcoming colours, designs, materials and styles

for 2016-17 in home textiles, furnishings, home décor and houseware through 'Cognizance' a stylish and well-researched Trends Pavilion put up by the organisers.

Many high powered brands revealed their new trade schemes, business plans and product innovations simultaneously to their current and prospective dealers as well as distributors from across the country, just in a matter of three days.



Brisk business activity at HGH India

Besides, the trade show also witnessed several new product and brand launches from leading Indian and international manufacturers, with a clear focus on the Indian domestic market.

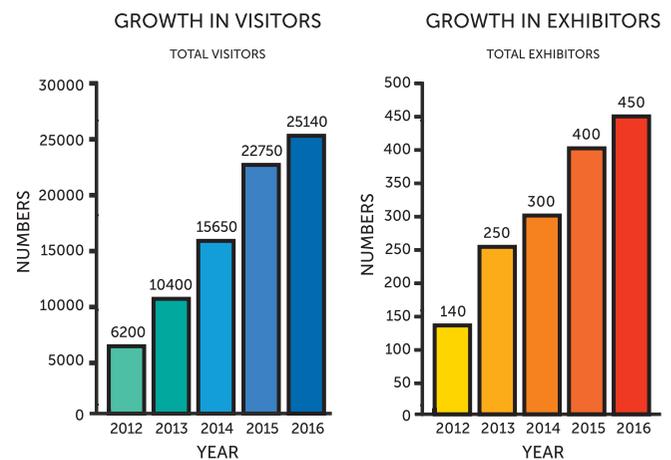
Besides the national players in product categories like bed & bath linen, furnishing fabrics, floor coverings & carpets, mattresses, table & kitchen linen, wall papers, blinds and window dressings, home décor accessories, fragrances & spa products, handicrafts, artefacts, gifts, cookware, tableware, kitchenware and general houseware; international exhibitors from countries like China, Japan, Taiwan, Korea, Malaysia, Vietnam, Thailand, Germany, UK, France, Spain, Greece, Belgium, Italy, USA, UAE, Turkey etc. found HGH India a useful platform to expand their distribution network not only in the metro cities, but in the rapidly growing Tier 2 and Tier 3 cities and towns.

With successful business results, the next edition, HGH India 2017 scheduled from 4th to 6th July 2017 has already generated a very high interest amongst Indian and international exhibitors as well as visitors.

HGH India aims to give retailers new ideas and

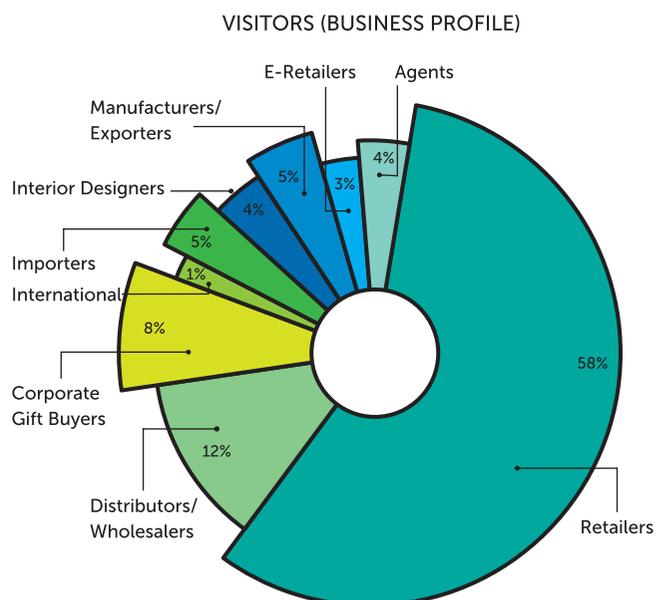
new concepts to facilitate business. The trade show has provided business opportunities and development of new channel partners to exhibiting brands in order to improve the trade. The strict B2B concept of HGH India has proven to be an inspiring and productive platform to push the home product retail market.

After five successful annual editions, HGH India has firmly established itself as a world-class,



professional, trend setting and result-oriented trade show for home textiles, home décor, houseware and gifts.

Prime visitors at HGH India are retailers including department stores, hypermarkets, specialty



stores, online retailers, traditional retailers and franchisees; importers, distributors, wholesalers, institutional buyers, corporate gift buyers and interior designers.

Hence, this trade show connects its exhibitors with



their high potential trade buyers in India. It not only helps them transact regular business with their retailers and customers from distant geographical reasons across India, but also enables them find long term business partners.

HGH India enables manufacturers and brands to access the rapidly emerging Indian home fashion market. Well-known for its highly focused business environment, today, this trade show has become the most awaited annual meeting point for brands and manufacturers with Indian retailers, importers, distributors, wholesalers and institutional buyers.

Scheduled at the beginning of the sourcing season for Indian retailers, trade and institutional buyers, the number of HGH India's high quality exhibitors and visitors continue to grow consistently, as reflected in the graphics along side.

Indian economy is growing by over 7% per annum. Young, aspiring Indian consumers with rising

incomes are amongst the most upwardly mobile, globally. With consumer demand for home products increasing at 20-25% per annum, opportunities in the rapidly evolving Indian market are ever growing. Being a huge, but highly diversified market, connecting with sustainable business and channel partners is a major challenge faced by brands, manufacturers and importers.

Through HGH India, which is designed specially for the Indian domestic market, exhibitors can connect with top buying decision makers amongst India's established retailers, importers, distributors, agents and institutional buyers. Over 80% of the exhibitors and 90% of the visitors have been returning year after year, reflecting the importance of this trade show for both sellers and buyers.

The 6th annual edition of HGH India 2017 is scheduled from July 4-6, 2017 at Bombay Exhibition Centre, Goregaon, Mumbai. 

Indian Houseware market growing by 25-30%



Newly introduced Hall 5 at HGH India 2016, the largest annual trade show for Home Décor, Gifts and Houseware industry, which has been reserved exclusively for houseware and gifts witnessed very high number of serious trade visitors including houseware retailers, department stores home store, department stores, online retailers, corporate gift buyers and institutional buyers.

The visitors comprised of top-end decision-making retail professionals who come for their annual sourcing requirement, to find new business opportunities, and to understand upcoming fashion, business and market trends in the houseware category. With the increasing demand of the houseware category in India, this year HGH India has made sure to focus a lot more on Indian and International brands in this sector.

Houseware is a growing category in the Indian domestic retail market with an annual growth of 25-30%. Products from over 100 exhibitors and brands from India and many other countries from Asia and Europe like Thailand, Korea, Vietnam, Malaysia, Turkey, UK, Germany, Italy, France and USA have taken part. This year, there is a dedicated Chinese Pavilion with above 40 exhibitors at HGH India, 2016. Going by

current trends, it is expected to more than double in HGH India 2017.

Major brands in the houseware sector that were present at the show were Crystal Bohemia, Luminarc, La Opala, Kilner, Borosil, Cello, Trinity, Corelle to name a few. In addition to these, many new Indian and international brands have already confirmed their participation in the upcoming sixth edition, clearly indicating the rapidly strengthening profile of the Indian market.

Speaking about the addition of a dedicated Houseware section this year at the trade show, the organisers' spokesperson said, "We are delighted with the positive response we receive each year from the visitors which motivates us to provide the best possible visitor experience with innovative solutions. To cater to the changing and increasing needs of the retailers, brands, manufacturers & importers and looking at the growing demand of the houseware segment in the Indian market, we have decided to have a dedicated hall for the houseware & gifts sector that will help trade and institutional buyers understand the innovative range of products in a more focused manner, while also saving their time. We are happy to see the response of the people."