

Where business feels at home!

## Houseware moves to a bigger hall 3

Over the last seven years, houseware category has been growing consistently at HGH India. Not only the presence of International and Indian manufacturers, brands and importers is increasing in numbers, quality and variety of the products showcased by them has also been getting better.

This can be attributed to several factors. First of all, with rising incomes, Indian consumer demand in all sub-categories of houseware has been growing annually between 20-25%. New specialty retailers of kitchenware, tableware, cookware, kitchen appliances, home appliances, security, bath accessories, storage, maintenance, cleaning & hygiene products, outdoor & garden products and general houseware are coming up across India. They need specialised merchandise for their stores. Organised retailers and online retailers are increasing the space and variety of houseware products in their stores to meet growing demand. Integration of houseware with home décor and home textiles at retail level due to changing buying habits of consumers is leading to increased demand from home textiles and home décor retailers for houseware.

At HGH India 2018 Indian and international exhibitors from Turkey, USA, Canada, UK, Germany, France, Italy, Belgium, Poland, Luxembourg, Japan, Korea, Hong Kong, China, Taiwan and Thailand will showcase a wide range of cookware like pots & pans, pressure cookers, coated cookware; kitchen appliances like mixer grinders, toaster, rice maker, steamers and coffee makers; kitchenware products like kitchen tools, utensils, gadgets and refrigerator accessories and storage items like food carrier, water bottles, jars, kitchen storage and kitchen utensils.

Turkish companies, alongside Indian importers and manufacturers will exhibit innovations in household storage, household organisers, bathroom accessories, shower curtains, cleaning, brooms & mops, dust bins, insect killers and hygiene products, ladders, cloth dryers, ironing boards, fans, irons and planters.



From a smaller hall as seen above in HGH India last year, Houseware will shift to a bigger hall 3

### Tableware

Visitors can find Tableware, a major category, in hall 3 at HGH India. Crockery, bar accessories, cutlery, table dispensers and dinnerware in porcelain, ceramic, crystal, glass, opal glass, stainless steel, melamine, acrylic and even high density plastics will be on display.

Well-known brands like Rosenthal (Germany), Versace (Italy), Noritake (Japan) and Dankotuwu (Sri Lanka) through their Indian distributors, will showcase high-end dinnerware. Corelle (USA), Clay Craft, Sonaki, Ekaani, BP Bharat, BAP Ceramics, ANS Impex, Larah (All from India) Monno Ceramics (Bangladesh) will bring a wide range in ceramic and porcelain to suit all market segments.



Premium segment in glassware will have direct presence of RCR from Italy. Nachtmann (Germany), Bormioli Rocco (Italy) will be represented by their Indian distributors. Regular, high quality glassware range will be exhibited by Ocean, Lucky Glass, Borgonovo, Luigi Bormioli, Vidivi, Spiegelau, Duralex, Bohemia Crystal, Crystalite Bohemia, Devnow, Sanjeev Kapoor, White Gold, Roxx and Iveo.

New range in melamine tableware will be presented by well-known brands like Servewell, Superware, Dinewell, Harmony and Cello. Stainless steel cutlery too will be represented by leading brands like Kishco, AWK, Sanjeev Kapoor, Rena Kurtz, Shri & Sam, Bhalaria, Zebra, SNB Inox, Ramsons and Mosaic.

### Plasticware & storage

Plastic houseware and storage has witnessed a substantial growth in Indian and international exhibitors as well as product range. Leading Indian brands like Cello, Asian Plastoware, All time plastics, Varmora, Paras Plastics, SKI, Sri Sai Plast, Ruchi Plast will showcase a wide range in household storage,



# BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS



All Time Plastics

kitchen essentials, kitchen storage, bottles, refrigerator accessories, ice boxes and utilities.

Brands like Curver (Luxembourg), Lock-n-Lock (Korea), DKW (Thailand), Box Box (Thailand) Miss Collection, Lux, Titiz, Renga, Ugurlar (All from Turkey) will bring international range in organisers, storage, kitchen gadgets, dust bins, laundry boxes, bowls, bathroom accessories and a variety of innovative plasticware.

Visitors will also find interesting collections from brands like Camel, Freelance, Probot, Solmazer (Turkey), Glass Lock (Korea), ANS Impex in a variety of multi-material and insulated water bottles, drinking cups, flasks, food carriers, storage, kitchen gadgets and accessories.

## Cookware

An expanded range of cookware by both Indian and international exhibitors can be found at HGH India this year. Many well-known international brands will exhibit to expand their presence in India and will be looking for new distributors, importers or channel partners. Amongst them, Berghoff from Belgium, a new exhibitor, will bring pots, pans, pressure cookers, kettles, overware, kitchen tools, tableware, cutlery. Bergner from Austria will showcase cookware and kitchen tools. Korkmaz from Turkey will display their stainless steel and non-stick cookware and tableware. Lock-n-Lock from Korea will exhibit ceramic coated and non-stick cookware. You can also see bakeware range from Duralex, France which will be presented by their Indian partner, ANS Impex.



Stahl

Well-established brands from India too will come with several innovative products and trade announcements. Amongst them, Stahl from Pune will unveil its new range of kitchen utensils, frying pans, tri-ply cookware and pressure cookers. Brilliant from Mumbai will show non-stick cookware. Baltra from

Delhi will exhibit frying pans, non-stick cookware, pressure cookers, grillers and heaters and Sheffield from Mumbai will bring grillers, non-stick cookware.

## Kitchen appliances

Small kitchen and home appliances are increasingly becoming from just functional to lifestyle products, where innovations are not just restricted to product features and performance, but also to colours, designs, materials and brand value.



Borosil

With these changes, more and more home products retailers showing interest in stocking these products. Number of brands are increasing in the market and thus small home and kitchen appliances have become a growing category at HGH India. Besides specialised kitchen appliances manufacturers, many cookware and home appliances brands are also introducing their lines of such products. These include food processors, mixer/grinders, toasters, sandwich makers, ice cream makers, juicers grillers, microwave ovens, steamers, rice makers, tea & coffee makers, water purifiers, air purifiers, vacuum cleaners, irons, water heaters, coolers, fans and insect killers etc.

At HGH India 2018, visitors will find the above appliances' range in hall 3 from brands like Borosil, Baltra, Sheffield, Shark, Ninja, Brilliant, Cello, Korkmaz and Berghoff.

## General Houseware

This category displayed in hall 3 will include products like household storage, organisers, laundry bags, dust bins, canisters, ironing



The Shining Table

board, clothes dryers, hangers, step ladders, plastic furniture, umbrellas, hammocks, travel goods, cleaning & maintenance products, aerosols, stain removers, tool kits, paper tissues and napkins, disposable party utilities, hygiene products, bathroom essentials, plants, planters, gardening and outdoor products.



Glitter Bags

InterDesign from USA will present their range of bathroom accessories, organisers, household storage through their Indian partner Skanda Retail; Dogrular from Turkey will exhibit household storage, organisers, irons, ironing boards, baby chairs, rocking cradles, hammocks, decorative lights, table tops and small furniture. India's Vasvi will display their range of food carriers, clothes stands, ladders, dust bins, canisters, vacuum bottles, sports bottles, soap dispensers and bathroom accessories under its two brands Viva and H2O. Besides many Turkish, Chinese and Taiwanese exhibitors too will bring a variety of solutions in general houseware.

## Chinese Exhibitors across all halls

From synthetic leather for upholstery to blankets and Wallpaper; from basic & decorative candles to plastic kitchen storage and kitchen tools; from kids gift articles to a range in decorative accessories- China will offer a variety of products exhibitors spread across all the three halls of HGH India.

Visitors can find Chinese exhibitors spread across respective halls for home textiles (hall 1), home décor & gifts (hall 2) and houseware & gifts (hall 3).



# Houseware market potential in India



Home Town, a leading retail chain, reflects the changing home shopping habits in India.

India is on its way to become the world's 5th largest consumer market by 2025. It is experiencing a 12% year on year growth in consumer expenditure as against a global increase of 5%. With rising incomes, 100 plus million middle-class Indian households will show high growth in their consumption pattern, moving up into affluent segment.

Retailing has emerged as one of India's most dynamic industry. With constant entry of new players across product categories and retail formats, India's retail market is expected to increase by 60% to reach USD 1.1 trillion. Organised retail, with current share of 7%, has been growing at 25% per annum. Future of houseware business should be discussed in the context of this market and retail environment.

## Indian Houseware market

Houseware category in India is growing at the rate of 20-25% per annum. It has existed as an important category across the globe in all traditional and modern societies. India too has witnessed a major shift in its consumer base for houseware. With today's urbanised and nuclear family structure, houseware purchase is no more restricted to women.

Production of standard quality cookware, tableware, kitchenware, kitchen tools, storage, kitchen appliances, cleaning and general houseware, products in India is still limited and hence the market is also fed through imports. There are hundreds of importers and distributors, who either import and sell under their own brands or represent international brands in India.

## Trends in Houseware Industry

With evolving lifestyle of Indians, India has witnessed a major shift in the houseware industry. Due to the high degree of urbanization, proliferation of nuclear families and technological advancement, there have been far-reaching changes in the nature of houseware products. Globalization has also brought about significant changes in cooking, serving and dining habits of this country.

For young working couples in the urban setting, there have been wide ranging changes in lifestyle, in their socializing and food habits. Factors like healthy cooking, convenience, safety, functionality, time-saving devices and cookware are now driving the purchase decision. Complexity of the products also makes it necessary that husband-wife both engage in the purchase of these products – be it kitchenware, cookware, tableware, kitchen appliances, storage, cleaning or maintenance products or outdoor goods, there is significant change in market scenario. Most of the modern day houseware products are now made by combining materials like steel, plastics, ceramics, glass and so on. Hence the market classification is now less material-driven and more utility or functionality-driven.

## Home Retail Scenario

Home and home improvement are amongst the fastest growing categories for most retail chains (departmental stores, hyper markets & specialty stores). Backed by leading retail

houses, several big specialised home retail chains like Home Town, Home Centre, Home Stop, @home and Evoke have emerged. Specialty houseware stores like One Stop, Mahavir, Alfa and SDH are setting new benchmarks for growth by smaller houseware and home décor retailers. Chains like Big Bazar, Star Bazar, D-Mart, Spencer's, Spar, More, Easyday, Metro Cash-n-carry too are expanding their home retail sections. Leading international specialised home retailers like IKEA will soon be entering the Indian market. Online retailers like Amazon and Flipkart too are driving sales growth in these sectors.

Aspirational demand across segments will also drive the consumption and consumer spending upwards. Increasing number of nuclear families and their keenness to invest in their own homes is leading to a consistent growth in housing sector, which is bound to push demand for home products like home textiles, houseware and home décor. It will also push upwards the market for consumer durables. With rising affluence, consumers are bound to move beyond functionality in their purchases and will increasingly spend on lifestyle factors like décor, design, trends, fashion and aesthetics. All these factors create a potential market and huge opportunities in India in manufacturing, retail, distribution and imports. Retail will obviously be the biggest of them all.

Traditionally, houseware products were more utility driven with high focus on functionality, labour saving and simplifying domestic chores. Today, such products are already well accepted by consumers across all market segments. But the Indian houseware industry missed the retail boom enjoyed by categories like apparel and food in India over the last 25 years, as majority of its products lacked good design and glamour of branding. Retailers always identify retail space allocation with big brands and well-designed products. As the houseware sector emerges in its contemporary avatar with focus on good design, high technology, branding and glamorous presentation, retailers are discovering a great opportunity in this segment as both unit prices and margins go up. With the increased allocation of retail space as well as entry of e.com players, houseware business is poised for substantial growth.

India however remains one of the most complex countries to manage and build businesses in. The market requires an in depth consumer understanding and is not only price and value sensitive but also unorganized. Nonetheless, Indian houseware market's potential and growth aspect are appealing to major international players.



## Home décor in new hall 2

**M**arket for home décor products and accessories in India is increasing by 20% per annum. Rising consumer demand is leading to more and more retailers expanding the home décor products section in their stores. Following this trend, HGH India 2018 has created a new hall 2 dedicated exclusively to home decor category.

Home décor products like wallpapers, decorative synthetic & wooden flooring, wall décor, table tops, murals, artifacts, paintings, decorative clocks, photo frames, figurines, flowers, fragrances, decorative candles & candle stands, decorative mirrors & lights; handicrafts and a variety of decorative furniture and accessories are becoming more and more important for home retailers to attract and retain customers.

HGH India offers opportunity for its home décor exhibitors to create national brands in this category, where products are almost entirely sold as unbranded commodities.



Visitors will experience a complete voyage of discovery for their stores in hall 2, with widest ever range of exquisite handicrafts, artifacts and modern machine-made decorative accessories. About 20 brands and distributors will showcase the widest ever range of wall-papers imported from all over the world, in an exclusive Wallpaper Pavilion organized by All India Wallpaper Coverings Association (AIWA). A wide range of handicrafts will also be showcased in a pavilion organized by Export Promotion Council

for Handicrafts (EPCH) and Handicrafts Mega Cluster Mission (HMCM). Decorative glass, curtain rods, mirrors, fragrances, floor coverings and home décor accessories from leading centers like Moradabad, Firozabad, Jodhpur, Jaipur, Agra, North Eastern States, Jammu & Kashmir, Gujarat etc. will be showcased to retailers.

Many new exhibitors in this category would provide solutions in for décor, functional utility products and gifts.

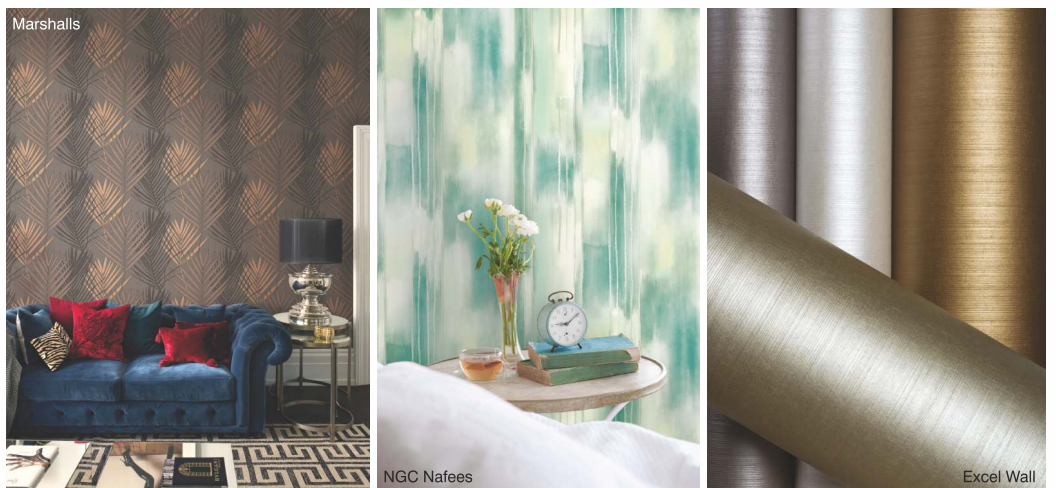
## Wallpapers to witness major action

**W**ith growing number of wallpaper players in the Indian market, a national association for wall coverings was formed last year at HGH India. Known as All India Wallpaper Coverings Association (AIWA), the association will, for the first time, organise an exclusive Wallpapers pavillion in hall 2. About 20 exhibitors will showcase a wide range of basic, premium and luxury wallpapers from all over the world.

India is one of the fastest growing global markets for wallpaper where the demand is growing by 100% per annum. Yet, the country doesn't have any domestic producer of base wallpapers and the entire demand, in premium as well as basic category, is met through import.

Wallpaper producers and brands across the globe, primarily in leading producing countries like China, Korea, Turkey, USA, UK, Italy, Germany, France, Belgium, Netherlands etc. today consider India as one of the most important emerging international markets. They are keen to expand their distribution and retail network here. Established Indian players in wallpaper market are expanding their product range to include innovative materials and designs. They import from world over to stay ahead in a market where competition is growing. HGH India helps retailers to keep pace with the fast changing scenario in wallpaper trade.

Some of AIWA's members exhibiting through



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the Wallpapers Pavillion include Marshalls, Gratex, Excel Wall Interiors, H & H Wall Covering, Adornis, STC Wallpaper, Atco Interiors, Artisan Furnishing, Daga Wallpapers, Creative Wallpaper, W.S. India, Royal Wallpapers, InDesign, K2 Impex, S. C. Sheth & Sons, Sweet Home, Design Wrap and UDC.

Besides, leading Indian wallpaper brands like Wall King, Nilaya, Alkemi Décor, Munshi Digital Wallpaper, Wall Effects and Spinn Décor will exhibit directly in Hall 2. Well-known international

brands like Casamance (France), Cole & Son (UK), Omexco (Belgium), Zimmer + Rohde (Germany), Designers Guild (UK), Harlequin (UK) and Elitis (France) will be present through their Indian partner F & F in hall 1. F & F itself will be exhibiting its own brands F & F and Address.

Dubai based NGC Nafees, a leading distributor of European and American wallpapers, will for the first time exhibit products from 14 well-known international brands in Hall 2. Some of these brands include Rasch (Germany), The Paper Partnership, Décor Line from UK, Collins & Co. (USA), BN International (Netherlands).

HGH India 2018 will bring a huge variety in wallpapers for retailers and help the competition in Indian market mature further.