

Where business feels at home!

Houseware expands 30%

Houseware demand in India has maintained a consistent growth between 20-25% over the last five years. India consumers' product preferences have been changing drastically in this category as they are highly influenced by factors like healthy cooking, healthy living, international lifestyles, better designs, convenience and time saving. Houseware market in India is undergoing a rapid transformation wherein not only large number of international brands are entering the arena, many of the progressive Indian brands are working hard to successfully change their image from conventional single product companies to high profile, multi-product houseware companies offering comprehensive household solutions.

With the addition of several Indian and international brands manufacturers and importers from India, Germany, Italy, USA, China, Russia, Turkey, UAE and many other countries in product categories like cookware, kitchenware, kitchen appliances, kitchen tools, storage, ceramic and glassware, tableware, stainless steel products, melamine, crockery & dinnerware, cleaning and maintenance and general houseware, the houseware section at HGH India 2019 located in hall 3 has undergone a big expansion.

Visitors will find many new products, new designs and varieties from well-established brands like *Borosil*, *Freelance*, *Clay Craft*, *FNS*, *Corelle*, *Roxx*, *Vinod*, *Supervare*, *Raj Agencies* and *Nolta* as well as new entrants



Borosil

like *Ellementry*, *Ratan*, *Polyset*, *Signoraware*, *United Ekta*, *OK Cookware*, *Metro Ceramics*.

Kitchenware & Kitchen Tools: As Indians adapt to more urban and more international cooking style in their kitchens, they are adapting to a wide range of innovative kitchenware and kitchen tools. Retailers in India need to bring these products to their stores to keep pace with rapidly changing consumer preferences. Satisfying changing consumer demand alone will help them stay ahead of their competitors.

In hall 3, HGH India 2019 will provide a variety of solutions to the visitors looking for sourcing good quality, smooth functionality, ease of operation, good designs and increasing preference for branded products in kitchenware and kitchen tools. Exhibitors in



Ellementry

this category will include Indian and international brands and manufacturers as well as importers and distributors from all over India offering a wide range.

Modern kitchen tools and kitchenware like slicers, Knives, peelers, Graters, choppers, cutting & chopping boards, crusher, strainers, bottle opens, scissors, tin cutters, nut crackers, lighters,

spice grinders, lemon squeezers, weighing scales, thermometers, timer etc. will be available from well-known international brands like *Rena Kurtz*, *Joseph Joseph*, *Procon*, *Luks*, *Renga* and Indian brands like *Glare*, *Apex*, *Sheffield*, *Vasvi*, *Synergy*, *Homecare*, *Grecy*. Three exhibitors from China will offer this range in *Zhejiang Pavilion* in hall 3.

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



Meyer

Cookware: Cookware sold in the Indian market now increasingly reflect the urbanising lifestyle of Indian consumers. Driven by health consciousness, convenience, comfort and home fashion trends, consumers in India are seeking high quality, international standard pressure cookers, frying pans, kitchen appliances and the entire range of cookware. Branded products are increasingly finding favour with them, inducing the retailers to stock more and more of better known Indian and international brands with higher assurance of performance.

Meyer, Bergner, Korkmaz, Vinod Steel, United Ekta, OK Cookware, Sthal, Maharaja, Borosil, Brilliant, Nolta, Avon, Jagdamba, Bhalaria, Samrat and Glare are amongst the brands who will present a wide range of innovations from ceramic coated, induction cooking to multi-layer, non-stick and stainless steel cookware. From steaming, grilling, roasting, baking, wok frying, shallow frying and deep frying HGH India 2019 will offer the complete range from well-known international and Indian brands.

In addition, one cookware manufacturer from Russia and six

cookware manufacturers from China like *Yongkang Ganghao Kitchen Products* and *Yongkang Huiquan Industry* will bring a wide range and can be met in the China Pavilion organised by *Zhejiang Broad* in hall 3.

Kitchen Appliances: As Indian consumers increasingly adapt to a modern, urban lifestyle and both husband and wife amongst young couples are working, the role of kitchen appliances in their lives is increasing significantly. Healthy cooking, health & hygiene, time saving, convenience, ease of food processing are key factors that are driving Indians to buy more and more of kitchen appliances.

From water purifiers, steamers, tea kettles and coffee makers to mixers, hand blenders, grinders, juicers, toasters, sandwich makers, microwave ovens, induction stoves, cooking range, food warmers, rice cookers, electric ovens & grills, ice cream makers; modern kitchen appliances and automation are increasing finding their way into Indian homes, specially the kitchens.

A trend which is clearly visible is growing synergy in cookware and

kitchen appliances in the market. This means, most cookware brands are introducing a full range of kitchen appliances. The sale of kitchen appliances is no more restricted to specialised kitchen appliances or houseware stores as consumers increasingly prefer to buy them through complete home solutions stores. Colours, designs and functional innovations are playing increasing role in their sales and are taking precedence over durability and quality. Hence, appliances will increasingly sell through hyper markets, home stores, crockery and general houseware stores or even through home textiles stores turned into complete home solutions providers!

At HGH India 2019, a wide range of kitchen appliances will be presented by *Borosil, Bialetti, Coffeeworkz, Melitta, Hario, Vinod, Skyline, Brilliant, Roxx* and some Chinese manufacturers, making it a diversified and comprehensive sourcing forum in this category.

Crockery & Dinnerware: From ceramic, porcelain, bon china and terracotta to opal glass, corelle glass and melamine HGH India will offer a full range of crockery and

Metro Ceramics will showcase their new range of crockery, mugs and dinnerware.

Popular international brands like *Corelle (USA), Wilmax (England) and Mono Ceramics (Bangladesh)* will bring their crockery and dinnerware range which is very diverse from each other in terms of materials, design and price points. Visitors can also find new exhibitors from China, Turkey and other countries either from direct exhibitors or through their Indian partners from all over India, exhibiting at HGH India.

Borosil will showcase new collections in opalware under their brand *Larah*. Melamine market leaders like *ServeWell, Superware, Dinewell, Harmony, Iveo, White-gold, Dinesmart* and new entrants like *Stehlen* have been well-known for offering excellent innovations in melamine dinnerware and tableware. This trend will continue at HGH India 2019.

Ellementry the recently launched brand from Jaipur will present a unique range of environment friendly, handmade cookware and dinnerware with a blend of terracotta, wood, papier mache, ceramic, glass and metal.



AWK Steelwares



Ellementry



Superware



Melitta

dinnerware through several leading Indian and international brands. On the top end, brands like *Versace (Italy), Rosenthal (Germany) and Noritake (Japan)* will be present through *BAP Creations*, their Indian distribution partner. *Dankotuwa (Sri Lanka)* will exhibit through *Raj Agencies, Pune*.

Well-known Indian brands *Clay Craft, Bharat Potteries, BP Bharat, Sonaki, Feather Touch, Lazzaro,*

Stainless Steel Kitchenware and Tableware: Despite the entry of several new materials like ceramic, melamine, glass and wood etc. in the market, the demand for high quality branded stainless steel cutlery, dinnerware, serveware, utensils and storage solutions continues to be high amongst Indian consumers. Most households in the country have a special preference for steel due to its unbreakable, durability

HGH INDIA 2019: SOURCE FROM 700 BRANDS & MANUFACTURERS

and easy maintenance qualities. Even today, the demand for stainless steel products continues to rise by about 15% per annum. Besides, the higher end consumers are now seeking better quality, better designs and brand assurance in stainless steel products.

At HGH India 2019, many leading stainless steel kitchenware and tableware brands like *Kishco*, *FNS*, *AWK*, *Vinod*, *Jagdamba*, *Bhalaria*, *Kitchen Essentials*, *SNB* and *Ratna* will showcase their high quality new range of products.

Glassware: India has emerged as one of the big consumer markets for all types of glassware and tableware products. The demand for branded glassware here is growing between 15-20% per annum. Borosil will continue to lead the Indian glassware industry

glasses, whiskey glasses, cocktail tumblers, jugs, tea sets, platters, serving bowls and so on. Besides, decorative glassware with functionality like fruit bowls, dessert glasses, bowls & platters etc. are also being increasingly sought by the upwardly mobile consumers. This is the reason that leading retailers and even Indian brands of glassware depend on import from countries like Germany, France, Italy, Belgium, UK, Thailand, Iran, UAE and China etc. Leading international brands offering premium range of crystal glass and other varieties at HGH India 2019 will be *Nachtmann*, *RCR*, *Borgonovo*, *Luigi Bormioli*, *Durobor*, *Vidivi* and *Libbey*. Most of these brands will be present through their Indian distributors.

Besides, well-known international brands like *Lucky Glass* and



Devnow

for the eighth year in a row at HGH India with their range of premium borosilicate glassware for serving, cooking and baking. Other leading brands to have continued presence will be *Roxx*, *Deco Pride*, *Rich Craft International*.

Yet, major part of this demand in the country is still being met through import as most of the local producers, with the exception of 3 to 4 large manufacturers, are small and medium enterprises based in centres like Firozabad. Their production is based on handmade and traditional technologies resulting into inconsistent quality and limited designs.

Aspirational consumers in India are seeking a variety of lifestyle glassware products like water glasses, juice glasses, wine

Ocean Glass from *Thailand* and *Luminarc*, the French brand with manufacturing in UAE have well-established presence in the Indian market. These brands will be exhibiting at HGH India 2019 through their Indian distributors.

Several well-known glassware distributors like *Devnow*, *Raj Agencies*, *The Shining Table*, *Tansha*, *Aumm Innovations*, *East Coast Distributors* will also be exhibiting at HGH India, representing several European and Asian brands in the market to suit different quality and price segments.

Bottles & Flasks: Driven by the new found connection between good health and healthy drinking habits by the Indian youth and growing popularity amongst them



All Time Plastic

in particular, the demand for the infinite variety of vacuum flasks, bottles, sippers and cold & hot beverages and water storage has been growing by 25-30% per annum in this category.

Many leading brands and importers in the categories of plasticware, cookware, storage, stainless steel, food storage, glassware have introduced a wide range in bottles and flasks in both vacuum and regular range.

Some of the leading brands exhibiting at HGH India 2019 either directly or through their Indian distribution partners include *Probott*, *Thermos*, *Camel*, *Haers*, *Dublin*, *Zojirushi*, *Steele*, *Atlasware*, *Borosil*, *Vinod*, *Master Cool*, *Polyset*, *Asian* and so on. Turkish exhibitors will offer a good range in this section.

Over 16 Chinese manufacturers will also offer a wide variety in vacuum flasks, water bottles, sippers, vacuum cups, sports bottles, *Zhejiang Hawks*, *Zhejiang Kuangdi*, *Yongkang Duli*, *Yongkang Jianyang Metals*, *Zhejiang Huiyang*.

Plastics & Storage: The market for plastic kitchen storage, food storage & tiffin carriers, bottles, kitchenware, dustbins, small

furniture, household accessories, cleaning & maintenance products and general houseware in India is growing between 20-25% per annum. The demand is also shifting towards higher quality, better designed, branded products, creating room for more innovations in designs and styles by the manufacturers and brands. Taking a cue, this category at HGH India 2019 will see the first time entry of well-established, leading brands like *Polyset*, *Ratan*, *Signoraware*, *Trueware*, *Mainetti* and *Pinnacle*.

Besides regular exhibitors like *Asian Plast*, *Master Cook*, *Igloo*, *Bel Casa*, *SKI Plastoware*, *Jaypee Plast*, *Jyoti Plastics* will also bring several innovations in products like casseroles, household storage, kitchenware, flasks, bottles, food carriers, ice boxes, refrigerator accessories and a variety of plastic products for day to day household usage.

Leading manufacturers and exporters from Turkey running their own well-established brands like *Qlux (Luks Plastik)*, *Herevin (Solmazer)*, *Renga (Mecanlar)* will once again return to HGH India 2019 with their innovations and



Pyrex

Pinnacle

JULY 2-4, 2019 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.

new range of premium plastic storage, tableware, kitchenware and general houseware range. *Mainetti*, the world famous Italian brand too will launch its range of food carriers and kitchen storage and household organisers.

Exhibitors like *Jinhua Citrinova* and *Wenzhou Chengyu* from China will offer cleaning and maintenance products like mops, dustbin, brooms etc. Besides, other Chinese companies will also offer their range across plasticware. Hence, the visitors can find a very wide Indian and international range for retailing, institutional buying, corporate gifting as well as promotional items from this segment located in hall 3.

General Houseware: General houseware is a vast category which includes a variety of products from storage boxes, laundry bags, travel goods, bags

Navkar Udyog, Synergy and *Vasvi, John's Umbrella, Ludlow Jute Mills, Styco Bags* and five other Chinese companies will be exhibiting.

Some of the interesting products would be a range of hangers by the Italian brand *Mainetti*, Luggage and travel goods by *Pinghu Chunlei Import & Export* and *Zhejiang Newcomer Bags Marketing Co.* from China, a wide range of fashion, utility and gift umbrellas by *John's Umbrella, Jute* and jute blended shopping bags by *Ludlow Jute Mills* and *Hitaishi* from Kolkata, tiffin carrier bags by *Styco Bags* and a range of step ladders, clothes dryers and ironing boards by *Navkar Udyog* and brooms & mops, brushes, household organisers by *Synergy*.

Overall, the houseware section in HGH India 2019 has expanded



The Shining Table



Dozo



Pinghu Chunlei

for lunch boxes, hangers, ironing boards, ladders, clothes dryers, bar accessories, table decorations, brooms and mops, brushes, household organisers, clothes stands, shoe racks, umbrellas, shopping bags, trolleys, bean bags and so on.

HGH India 2019 will witness a vast range of innovations in the above products in hall 3. *Mainetti*,

by over 30% offering much wider range than ever before. Presence of leading national and international brands in this category offers unique sourcing opportunities for retailers and institutional buyers. Regional and national distributors too can expand their business horizons by adding more product lines and brands to their portfolio.

Visitor Pre-registrations increase

Visitor pre-registrations for HGH India 2019 have shown a big surge over the last year reflecting high interest of retailers, distributors, wholesalers, agents, institutional buyers, designers & architects as well as international buyers in visiting this trade show. Their objective is to discover Trends for 2019/20, study product innovations, source and meet their existing as well as new suppliers.

All visitors proposing to visit HGH India 2019, irrespective of whether they have visited the show in the past or are first time visitors, need to register online to save Spot Registration charges of ₹ 1,000/-. Both categories can register free of cost until 20th June 2019. Regular visitors have to simply click and validate their data and intention to visit this year. New visitors need to complete the form filling process for the first time.



Visitor registration area from HGH India 2018.

By end of April, HGH India has already received visitor registrations from over 500 cities and towns covering all states and Union Territories of India. Interestingly, in addition to top retailers from metros and large cities like Delhi, Ludhiana, Mumbai, Pune, Bengaluru, Chennai, Hyderabad and Kolkata a large number of retailers have registered from all state capitals and Tier II & Tier III cities and towns, clearly reflecting the growth of markets across the country and HGH India's growing penetration.

A new trend noticed this year is an increase in international visitor pre-registrations from countries like China, Hong Kong, Korea, Malaysia, Myanmar, Thailand, Sri Lanka, Bangladesh, Philippines, Nepal, Egypt, Nigeria, South Africa, France, Belgium, Switzerland, Panama, Oman, Bahrain UAE, Saudi Arabia, who wish to source Indian products in home textiles, home décor, houseware and gifts.

Free Registration for trade visitors will not be extended beyond 20th June, 2019 after which they must do Spot Registration at the venue by paying ₹ 1,000/-, even if they hold invitation cards from the organisers or the exhibitors. You can do your registration on the trade show website www.hghindia.com.

Enjoy exclusive benefits

- Get free entry to HGH India.
- Save time to get your badge at the venue as Pre-Registered visitor. You can directly print your badge with the pre-registration QR code sent to you, after your online registration.
- One free copy of HGH India 2019 catalogue (Subject to availability).
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Ice Cream Lounge, Pop Corn Lounge, Foot Spa Lounge, Shuttle Bus Service and other facilities for bonafide visitors on first come first served basis