

Where business feels at home!

Highly Diversified Trends In Home Décor

One of the primary attractions at this year's event by HGH India was home décor products, which have seen a steady rise in popularity among the Indian consumer segment, in the last few years. It is, in fact, one of the most diversified categories in the event, comprising a near-infinite variety of products like decorative statues, artificial flowers, carpets, blinds, decorative flooring, wallpaper, and more. While earlier, home décor was predominantly targeted towards families, today, the modern unmarried working professional has also become a major consumer segment that it caters to.

Decorative statues

Among decorative products, made in India offerings, especially Ganesha and Buddha statues, are once again gaining in popularity, as opposed to imported products. This year, washable Buddha statues, for example by Ashnam Retail Pvt. Ltd., available in bright neon colours with textured, matte, stone, and glossy finishes, among others, were a prominent offering. Infusing traditional heritage and modern elements into one, they add a rustic touch to the vibrancy of a room, while also enhancing its aesthetics and energy.

Wallpapers

One of the lesser known facts about wallpapers is that they are actually more durable than wall paint. AtCo Interiors Pvt. Ltd. is one such pioneering leader in the segment, conducting extensive innovation to



develop fabric-based wallpapers, which are not only more durable but also reusable. Additionally, their specialty is their unique fragrance wallpapers, which are made using natural elements like clay, herbs, and wood, instead of PVC. These help purify the air in the room, and are completely environment-friendly, while also having a range of natural fragrances that last for years, including Cinnamon, Coffee, and more. Popular modern designs, on the other hand, include geometric prints and patterns, predominantly in earthy colours.

Artificial flowers and plants

The infusion of nature in the interior and exterior décor of a house is yet another rising trend in the Indian market, with an increasing

popularity in artificial plants and flowers, as evidenced at Four Walls by Panchanan Interiors Pvt. Ltd. Furnishing brands and wedding decoration are two of the primary drivers of this market, and in order to meet the demands of discerning customers, the products are designed to be almost completely lifelike, using materials like specialised plastic and fabric. In addition to these, artificial greenery has also found prominence in flooring, balconies, carpeting, podium gardens, and wall décor, owing to the low maintenance required, and the aesthetic appeal.

Carpets and blinds

Carpets are rapidly growing in popularity as an element of

home décor for today's modern consumer, for the contrast and warmth they offer. Popular variants in the market today, include Nylon carpets, fringed rugs, layered carpets, and rich, luxurious rugs made of sheepskin. Geometric patterns and warm earthy hues remain a classic, in contrast to bright, bold colours in a variety of asymmetrical patterns. Blinds, on the other hand, are a product segment which is witnessing a rise in motorisation, as customers are increasingly looking for automation in their homes. Offered among others, by Toso Co. Ltd., one-touch automated blinds are increasingly growing in popularity, as they allow homeowners to control them remotely, with minimal effort, and ease.

Sleep Technology Is The New Dimension In The Mattress Industry

The mattress industry in India has undergone a profound transformation in recent years. Currently it is an INR 10,000 crore industry, projected to reach INR 14,000 crore by 2021, with a CAGR of nine per cent, as reported by Franchise India. This growth has been aided by rising incomes, expansion of the real estate and hospitality sectors, and interestingly by increased health consciousness.

For a long while, mattresses were looked at as a basic means to sleep. However, there has been a visible shift in the consumers' preferences. Mattresses have become an important lifestyle element. Bearing this in mind, manufacturers have adopted a slew of innovative technologies to ensure customer satisfaction. Prime among them is sleep technology.

The concept of sleep technology emerged, following the increasing



use of wearable fitness products, and smart watches. "Wellness is an important aspect of people's lives, and their demands are in sync with this", says Harry Lumen, Brand Manager, Centuary Mattresses.

"Technology driven mattresses are the latest buzz in the industry. Consumers now want their wearables connected to their mattress to track their sleep habits.

These mattresses can also record heartbeats. As a result of further development of this technology, mattresses are also hooked up to gadgets that can analyse dream patterns. There is a lot of data recorded, and this is definitely going to revolutionise the mattress industry", says Lumen.

Similarly, Nipun Gupta, Director, Springfit Mattresses & Sleep

Systems, talks about the i Sleep mattress, the first of its kind in the world. "The mattress contains sensors, which when used along with the corresponding app, tracks, records, analyses, and displays sleep performance, and physical responses." The mattress, he says, has been made with the most breathable Space X, Zero Gravity fabric that has ever been put into a mattress, along with original thermo gel memory foam, and superior Natalay latex. This has been found to keep the body cool and sweat-free while sleeping.

T Sudhakar Pai of Kurl-on stated that the future of the mattress industry is dependent on keeping the customer happy. "Sleep is a very essential aspect of one's life, and one third of our life is spent on a mattress. Hence, there is a growing importance to find the right mattress."

Customised Gift Offerings That Appeal

Owing to the dynamic nature of its demand, the giftware segment at HGH India is constantly evolving to cater to the changing needs of customers. Every year, manufacturers strive to develop innovative and customised products that serve the diverse needs of their customers. What makes these offerings unique is the fact that they seamlessly blend utility with aesthetics.

Crockery

The chief trend in crockery is the revival of florals and retro designs and textures, while terracotta or red-clay has also made its mark in the urban giftware market, inspired by earthen utensils used in rural areas. This, along with the fusion of materials to enhance aesthetic appeal, such as clay with metal or wood, and wood with ceramic, was a key theme among the products on offer by for example Clay Craft India Ltd.

Glassware

Mixology and cut glasses are today in high demand, as they make for a striking addition to both tableware as well as display sets. At Devnow International, for instance, these glasses were available in a variety of designs, such as birds and



dolphins. Stem glasses, double wall glasses, and floral print porcelain glasses have also gained prominence, because of an increasing fondness for cocktails and mixology.

Bags

Owing to the drive for environmental sustainability, natural fibres have become popular components for the manufacture of bags. Jute, cotton, and canvas bags, with interesting graphic prints and messages are extremely popular.

This demand for alternative materials to replace plastic has infused massive opportunity for innovation in the segment. Hitaishi Creative Enterprises Pvt. Ltd., use Juco, a mixture of Jute and Cotton,

along with other natural fibres like Sabaigrass and Sitalpati.

Leather Products

Targeted towards the corporate sector, leather products like watch boxes, jewellery boxes, trays, bar sets, bags, wallets, and more, were popular offerings by leather companies like ThreeSixty. Buffalo leather is the primary outer material used, due to its high durability, while the inner lining is made using suede fabric.

Candles and Lights

Fragranced candles and ambient lights were a consistent trend in the gifting portfolio, designed to enhance the look and feel of a room. A number of unique shapes and patterns are increasingly becoming common in lighting fixtures, using a variety of natural materials, like wood, branches, khadi cloth, and more, to add depth and character to a room.

Smart Kitchen The Next Big Thing In India

Over the last few years, the cookware industry in India has evolved significantly, owing to changing lifestyles of consumers. Today's consumer lives a fast paced life, works late, has no time to cook, is spoiled for choice with multiple dining options, and has become used to getting food at the click of a button. However, there still remains comfort in enjoying a home cooked meal. To this extent, the cookware sector has adapted to cater to their diverse requirements, as well as meet the need for functionality

In India, there are two types of people who cook- one is the traditional cook, who prefers shopping for ingredients, and preparing their dishes the old school way. The second is the modern cook, who leans towards ready-to-eat meals, and those which can be made quickly. To meet the demands of both, the smart kitchen has emerged, which runs on technology, and is connected to the internet, and largely uses electricity over gas stoves.

The evolution in the sector is evident, as cookware moves from traditional chulas, and aluminium vessels, to smart, technology driven cookware. Over the years, there has also been a merger of materials to form smart cookware, such as aluminium and steel, to offer the best of both advantages. Rajiv Agarwal, Managing Director, Stahl, spoke about the transition taking place in India saying, "Pressure cooking is popular in India, however, we are still using a largely first generation version of cookers, as compared to our Western counterparts. The rest of the world has moved on to the third generation of pressure cookers, which work with intelligence, and run on AI. It will definitely be interesting to see the evolution in the sector over the next ten years."

The changing family dynamic too has played a significant role in the evolution of the cookware



industry, says Rituraj Sharma, Vice President, Consumer Products, Borosil Glass Works Limited. "Today, both partners are working, and have a leaning preference towards cookware which is easy to handle, and smart, not only in terms of functionality, but also as it solves the challenge of enjoying a home cooked meal."

As a result, induction based cookers, smart cookers, crockpots, insta-pots, nutri-fresh blenders, and more have emerged, with several innovative features. Delayed timers are one of the key features of smart cookware, which allows users to set a timer on when they want their meal to be cooked, and heated. "Anything which saves time, adds value to a consumer's life, and retains nutritional values and taste, makes

up smart cookware that is popular today", adds Mr. Sharma.

Aesthetics too have played a big role in the transition to smart cookware. Today, cookware is available in a range of colours, as compared to the traditional grey, and black which was largely used. The modern consumer is more aware of design trends, which merge with functionality, and looks for cookware that meets both these needs.

Smart cookware has also emerged as a popular choice, due to the increased health consciousness among Indians. Made using a variety of materials, including glass, enamel, non-stick coatings, stainless steel, and tri-ply, these use less oil than traditional utensils, and ensure that nutrients are retained, and food cooks faster.



While smart cookware has definitely made inroads in the Indian market, Yogendra Vashishth, General Manager, F&B Business, Wonderchef, says we have a long way to go. "Consumer education is the need of the hour. There are several advantages of smart cookware, and these are not fully understood by consumers. The Indian consumer is slowly opening up to the world of smart cookware, over traditional utensils, and the next few years will be revolutionary for the sector", he says.

As technology takes over, homes will never be the same. From smart electricity systems, phones, watches and more, kitchens are now set to be revolutionised. Driving this growth will be factors including taste, health consciousness, convenience, and affordability.

Concluding, Dhruv Agarwal, Director, Stahl, says, "Smart cookware is a niche industry, and in a country like India, traditional utensils will continue to co-exist in the kitchen. The market has tremendous potential, and as players in the segment, if we do not explore smart cookware, we will get left behind."

Foot Spa, Fruits, and Lots More For Visitors

Over the last eight years, HGH India has garnered immense popularity among visitors for creating a versatile marketplace, under one roof. At HGH India 2019, new benchmarks were set, and new brands, manufacturers, innovations, designs, and products came together to give visitors a memorable experience. Every year, in order to keep visitors engaged, relaxed, and happy, HGH India goes beyond its primary role, and has several interactive lounges, spread across all three halls. These include:

Ice Cream Lounge:

Tasty treats awaited visitors at the ice cream lounge. The lounge was active with visitors throughout the day, who were seen feasting on



mouth-watering flavours of sorbets and ice cream. The lounge featured Ferrero Rocher, Orange Apricot, Spicy Crunch, and Watermelon yogurt flavoured ice creams. For a special treat, they also had Malai Kulfi, Thai Roll ups, and Pani Puri Sorbet tarts, which were a hit among visitors.

Fruit Lounge:

The fruit lounge is a signature lounge at HGH India, and saw a large number of visitors throughout the day. Visitors were treated to fresh dates, peaches, plums, apples, pears, and more, as healthy snacks to munch on.

Popcorn Lounge:

The delicious smell of fresh popcorn wafted through the popcorn lounge and surrounding areas, drawing a huge crowd towards it. Throughout the day, a large number of visitors could be seen treating themselves to salted butter popcorn.

Hot Lounge:

A hot cup of tea or coffee is much needed during the monsoons, and that's exactly what visitors got at the hot lounge. As the rains poured throughout the day, a huge crowd thronged the hot lounge for a rejuvenating drink to keep them energised and warm.

Foot Spa Lounge:

In view of the vast area that the event covers, a foot spa has been

set up at Hall 3 for visitors to relax and rejuvenate. Over the course of the day, hundreds of visitors enjoyed a 10-minute foot massage, using reflexology and an in-house cream to soothe and relax the feet.

Visitors' Lounge:

Located in all three halls, the visitors' lounges comprised comfortable sofas, where they could relax, unwind, and interact with industry peers. All through the day, visitors could be seen reading, holding meetings, and planning their day at the trade show. The visitor's lounges also had a help desk, where they could seek any required information.

VISITOR QUOTES



Deepak Nirmal,

General Manager - General Merchandise Buying & Merchandising, Aditya Birla Retail Limited.

This is my fourth visit to HGH India. I can definitely say that the presence and opportunities that retailers and vendors enjoy here keep bringing me back. It offers good connectivity with regional vendors as well.



Suleman Hirani,

Partner, Darpan Furnishings

I would like to congratulate the HGH India team, for pulling off the event, despite the rain. I have found a lot of new manufacturers from Jaipur and Jodhpur. I like the way the stalls have been set up; they are very attractive. I have greatly benefitted from interacting with new vendors and suppliers, whom I would not have been able to reach, if not for HGH India.



Vinod Khandelwal,

General Manager - Head, Household Buying & E com Business, @home - Nilkamal Limited.

I have been coming here since the first year. As a buyer, I will always feel that something is missing, but I have seen the show grow bigger every year, and increase the international presence. HGH India has covered a good spectrum of brands, and should definitely add more in the years to come.

EXHIBITOR QUOTES



Abhinav Mahajan,

Director, Maspar

The response at HGH India has been tremendous, and we have built a big customer base here. We have seen a lot of growth, as a result, over the last two days. Thanks to HGH India, we have been able to reach out to retailers, and showcase our products, and this inspires us to keep coming back.



Ebru Bayramoglu,

Head of Global Business Development, Home & Interior Textiles, Lenzing

Coming to HGH India is a very good experience. Here, we get an understanding of the Indian market, and this is important to me. We supply not only to the Indians consumer via our value chain partners, but also to the international market via Indian producers which are exporting to the US, Europe, and other countries.



Sanjana Arora,

Business Head, Blinds and Retail Domestic, D'Décor

This is my first year experiencing HGH and I'm very impressed with the overall turn-out. The rains posed a great challenge initially, but the efforts of the organisers were commendable, and they got the event running in no time. The show has been delightful so far; we have received great response from all the buyers coming in from different parts of India, especially the Tier 2 and 3 markets. It was interesting to see architects interacting with us and showing interest in our latest range of blinds. The beauty of this show lies in bringing all our patrons under one roof, and HGH India is the only platform in India to do so.