

Kids' Home



— an initiative by HGH India —

With changing lifestyle and shopping habits of younger Indian parents for their kids, brands and manufacturers in this segment need to redefine their retail and distribution strategy to reach their products beyond Kids or Toys Stores, in the rapidly growing kids home market in India...

As kids' home market in India grows in volumes and parents seek better quality and branded products, this segment opens up doors of new opportunities.

HGH India 2022 will introduce a specialised section for babies & kids' home products spanning from bed & bath, furniture, décor, flooring, toys, prams, hobbies, home activities, outdoor, sports & adventure, bathroom accessories, houseware, health & hygiene and so on.

Demand for innovative, well-designed and good quality products in this segment is growing in India at about 15% per annum. Shopping habits too are undergoing a transformation with consumers preferring to buy kids' products alongside their routine household purchases for convenience and saving time. Besides the specialised kids' stores, the regular home textiles, furniture, houseware retailers and large format stores, most of whom are regular visitors at HGH India, are keen on expanding their kids section.

As children spend more time at home with their gadgets-driven lifestyle, consumers want to make their kids living space in conformance to needs such as quality sleep, play, study, comfort, hygiene and safety.

Kids' Home section will showcase a wide range of products like baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids' furniture, cutlery & tableware, water bottles, kids' storage, soft toys, technical & action toys, educational toys, kids' accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids etc.

Brands, manufacturers and importers in kids' products can collaborate with Large Format Stores, Online Retailers, Specialty Home retailers and distributors to tap this opportunity through HGH India 2022.

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