

Where business feels at home!

14th Edition
HGH INDIA® 2023
HOME DECOR ••• GIFTS ••• HOUSEWARE
SPRING/SUMMER
Dec 13-16, 2023
India Expo Centre, Greater Noida

The Tradeshow
designed exclusively
to connect you with
the Indian Market



Key Highlights

Dec 13-16,
2023
14th Edition

India Expo
Centre,
Greater Noida

Home Textiles,
Home Décor,
Home Furniture,
Houseware,
Gifts

Spring/
Summer
2024

700+
Exhibitors
41,000+
Visitors

40,000+
Sq. Mtrs.



India's preferred sourcing destination...

HGH India, the well-established trade show for home textiles, home décor, home furniture, houseware and gifts, is bi-annual meeting point for international and Indian brands, manufactures, distributors, retailers and professionals in these segments. Designed to connect its exhibitors with the Indian domestic market, HGH India has earned a global reputation for its spirit of innovation and high-quality of exhibitors and visitors. Today, it is a well-recognised professional forum for sourcing, trend setting and market directions for players across the supply chain in these segments of Indian home products market.

With over 2,500 home products from 700 exhibitors across 32 countries, HGH India showcases a wide range of products within the home categories for various consumer needs. Hence, HGH India is a preferred sourcing destination for retailers, distributors, architects & interior designers as well as institutional buyers to find diverse, yet co-ordinated solutions under one roof.

Presence of 41,000 high potential, serious trade buyers from 600 cities & towns across India at HGH India, including 400 international buyers from 33 countries, offers big business opportunity for domestic market players as well as exporters. With nationwide convergence of leading brands and high-value retailers, HGH India continues to be the leading trade show, providing valuable business prospects for the home lifestyle industry in the Indian market. With a successful debut of home furniture and alliance with IIID, HGH India now also attracts a

large number of leading Architects and interior designers as buyers. However, retail sales are strictly not permitted at HGH India, since it is a trade show.

14th edition of HGH India is strategically timed for Spring/Summer 2024 sourcing season. Indian consumers now shop round the year and therefore, retailers are compelled to introduce new collections and replenish stocks, post-Diwali or festive seasons. Increasing number of visitors and exhibitors in the December edition of HGH India at Greater Noida (Delhi NCR), clearly indicate the emerging importance of this second buying season for home products.

With a population of 1.4 billion with growing aspirations, India is emerging as a highly promising global market for home products, where demand is increasing at 15-20% per annum. Categories like mattresses, home furniture, kids' home, home décor, wallpapers, smart kitchen and houseware are witnessing even higher growth rates. Educated, urbanized and well-travelled young Indian consumers now wield significant purchasing power and influence key family buying decisions. This trend is bolstered by a consistent GDP growth of over 6%, enhancing their disposable incomes.

HGH India is scheduled from December 13-16, 2023, at India Expo Centre, Greater Noida, Delhi NCR. Connect and grow your business with the world's fastest growing market by exhibiting at HGH India, the bi-annual trade show with a proven track record in the home business fraternity.

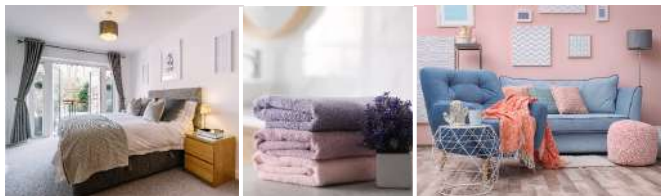
Let your business feel at home with HGH India!

Product Profile

HGH India brings together a varied range of products. These can be classified into eight broad categories.

Home Textiles

Furnishing & decorative fabrics, curtains & blinds, decorative made-ups, bed sheets & decorative beddings, mattresses & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, rugs & carpets etc.



Home Décor

Wallpapers, wall decorations, blinds, wooden & synthetic floors, artificial grass, rugs & carpets, bathroom accessories, artefacts, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & fans, decorative accessories, dry flowers & fragrances, artificial flowers & fauna, aroma oils, candles & candle stands etc.



Home Furniture

Complete range of living room, dining room, bedroom, kitchen, study room, kids' room, bathroom, home office furniture, accent furniture, outdoor & leisure furniture. These include products like sofas, chairs, dining tables, beds, wardrobes, coffee tables, consoles, cabinets, side tables, nesting tables, wall separators, chairs, bean bags & pouffes, rocking chairs & stools, kids' furniture, garden furniture, racks & trolleys, bar cabinets & storage chests, dressers & mirrors, wine racks, glass holders, book shelves & magazine holders, showcases and display units etc.



Houseware

Kitchenware, kitchen appliances, cookware, thermoware, tableware, earthenware, bar accessories, bathroom accessories, cleaning & maintenance products, plastic & storage, home appliances, safety & security, disposable articles and general houseware products etc.



Gifts

Photo frames, glassware & crystal, barware & cutlery, all types of clocks, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, gifting accessories, customised gifts, celebration & festive products, handicrafts, bags, boxes, gift packaging etc.



Outdoor

Garden & outdoor decor, garden lights, pergolas, awnings, artificial grass & plants, outdoor furnishings, outdoor furniture, beach umbrellas, poolside furnishing, sundeck furniture, swings, hammocks, sports bottles, backpacks, rucksacks, sleeping bags, mats, ice boxes, barbecue, grills & tandoor, picnic accessories, tents, camping & trekking gear, adventure gears etc.



Kids' Home

Kids' furniture, baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, 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.



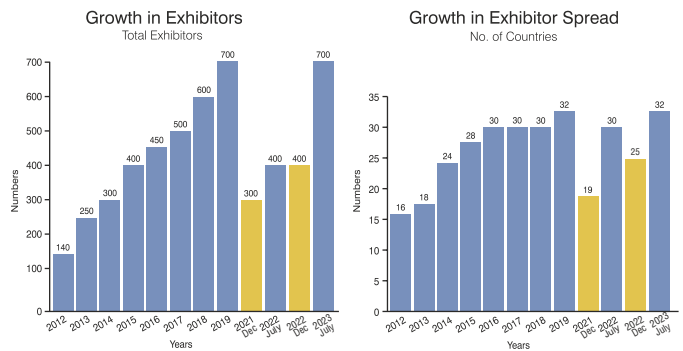
Services

Store & interior design services, visual merchandising & window display services, display aids & retail furniture, lighting & hardware solutions, retail management software, cash counting & registers, design software, digital printing equipment, IT hardware, software & consumables, loyalty programs, online platforms, social media solutions, advertising & communications, POP solutions, fabric hangers & catalogues, packaging & promotional aids, logistics services, trade publications, books, trend information & associations etc.

Exhibitor Profile

- Indian & International brands, manufacturers, importers & distributors of home textiles, home décor, home furniture, decorative walls & floorings, smart kitchens, outdoor, houseware, storage, kitchenware, cookware, tableware, cleaning, hygiene, kids' home products & gifts as key categories.
- Specialised manufacturers, brands and private label suppliers in categories listed in the Product Portfolio in this brochure kit. Exhibitors from 32 countries including India, Italy, Germany, France, Belgium, Spain, UK, Switzerland, Turkey, USA, China, Japan, Korea, Taiwan, Malaysia, Vietnam, Thailand, Australia, UAE, Bangladesh, Sri Lanka etc.
- Global Brands seeking to launch or promote their products and strengthen their distribution networks in the Indian market for long-term business partnerships.
- Designers and product innovators for Home Textiles, Home Furnishings, Decorative made-ups, Rugs & Carpets, Sleep Products, Decorative Accessories, Decorative & Functional

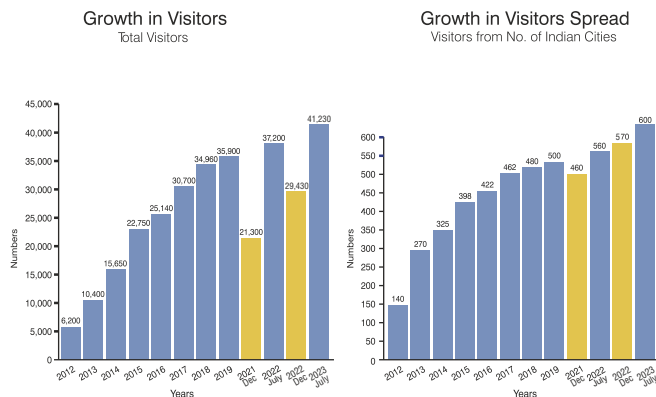
Exhibitor Growth



Exhibitors at HGH India include Indian and International Brands, Designers, Manufacturers, Distributors, Importers and Private Label Suppliers.

Flooring, Fragrances, Artefacts, Handicrafts, Home Furniture, Houseware, Cookware, Kitchenware, Kitchen Appliances, Tableware, Plastic & Storage, Home Appliances, Outdoor, Cleaning & Maintenance, Babies & Kids' Products and Gifts.

Visitor Growth



HGH India visitors include all categories of trade buyers like Home Retailers, Importers, Distributors, Trade representatives, Institutional buyers, Franchisees, Architects & Interior designers, and International buyers.

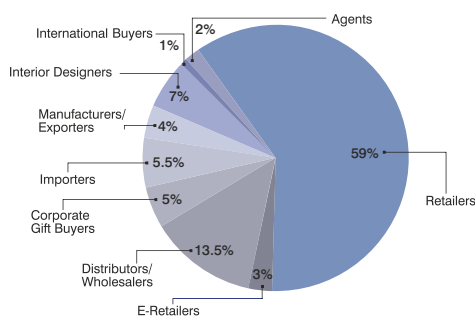
Visitor Profile

- Most visitors are senior decision makers like Business Owners, Directors, CEOs & Sourcing Heads, Merchandising Managers etc.
- All categories of large format stores like Department stores, Hypermarkets, Discount stores, Traditional retailers, Online retailers etc. who sell home products.
- Variety of industry specialty retailers: Furnishing stores, Home Textiles stores, Mattresses stores, Furniture stores, Home decor retailers, Interior Design stores, Home boutiques, Houseware retailers, Kitchen & Home Appliances stores, Babies & Kids' stores, Gift stores etc.
- Channel partners like Retailers, Wholesalers, Distributors, Franchisees.
- Importers and Private Label buyers. Manufacturers of up-holstered furniture like sofas, chairs and decorative made-ups.
- Architects & Interior designers.
- Gifts Suppliers & Corporate gift buyers; Institutional Buyers, Hospitality Industry Associates etc.

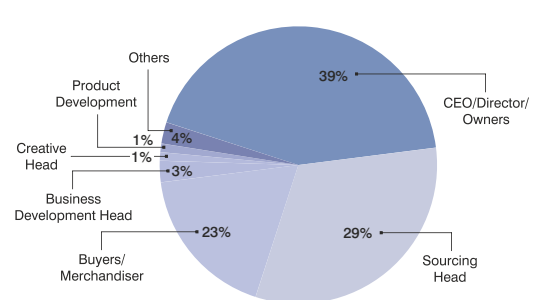
Note on Visitors:

13th edition of HGH India was held in the month of July 2023 in Mumbai. It received 41,230 visitors from 600 cities and towns across India and 33 other countries. This number was about 12% higher than 37,200 visitors in July 22. Significant increase in visitors from tier II & III cities & towns was noticed.

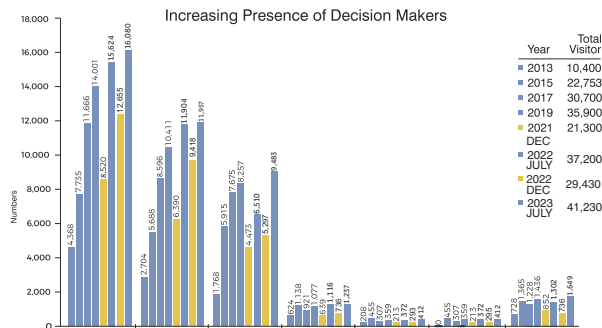
Visitors (Business Profile)



Visitors (Job Profile)

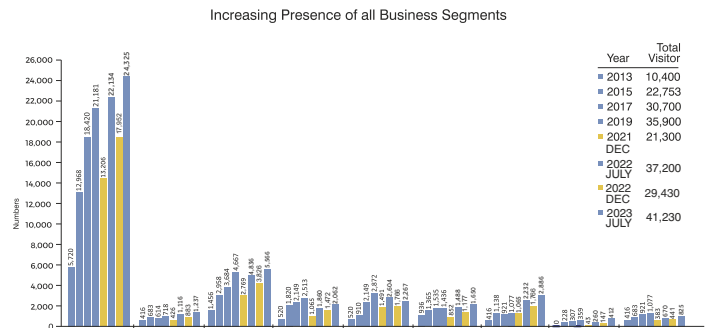


Increasing Presence of Decision Makers



Visitors Job Profile

Increasing Presence of all Business Segments



Visitors Business Profile

Focus 2023

With their evolving lifestyle Indian consumers' product needs too are undergoing a change. Demand for innovative products with new materials and technology is increasing. HGH India brings four of these categories with promising long-term opportunities, under special focus. While nurturing these high-potential segments, HGH India will, once again offer an array of innovations across all home product categories.

Categories under focus at this HGH India would be: World of Sleep, Home Furniture, Smart Kitchen and Kids' Home. Theme pavilions showcasing innovations and trends for each focused category, will provide excellent support to exhibitors in these categories.

World of Sleep

With gaining popularity amongst retailers over the last four editions, World of Sleep pavilion at HGH India will continue to impart useful information for retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products, brands and manufacturers are discovering the importance of products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc. in ensuring a good quality sleep.

HGH India alongwith the support from Indian Sleep Products Federation (ISPF) will once again put up the World of Sleep pavilion at HGH India. World of Sleep will continue to educate retailers and trade visitors on upcoming trends in sleep products. World of Sleep is a unique opportunity for manufacturers and brands to promote their innovations amongst retailers and distributors across India.



Home Furniture

As Indian consumers seek complete home décor solutions under one roof, retailers across home categories are adding full range of indoor, outdoor and accent home furniture to their stores. After a very positive response from the buyers, HGH India will further expand the Home Furniture segment at its 14th edition. A wide and varied range of living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, accent furniture, kids' furniture, outdoor & leisure furniture will be showcased. Exhibitors will have an unparalleled opportunity to connect with a wide array of well-established home textiles, furnishing, home decor and furniture retailers, architects, interior designers, distributors and potential franchisees across India.

As the market evolves and consumers seek all-encompassing home solutions. Special focus on Home Furniture at HGH India promises to facilitate discovery of the latest design trends, forming valuable partnerships and driving growth in the dynamic world of home furniture.



Smart Kitchen

Smart Kitchens are becoming a reality amongst Indian households. Today's modular kitchens are more intelligent with smart appliances, gadgets and voice assistant. Cookware and kitchenware manufacturers too are taking the cue to introduce smarter products. HGH India 2023 will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware which make cooking faster, healthier, environment friendly and convenient.

Smart Kitchen pavilion will once again appraise the retailers, distributors and trade buyers on innovations being introduced by manufacturers and brands from India and other countries. It will help them understand the upcoming trends and product innovations in modular kitchens, cooking, cookware, kitchen appliances and kitchen tools.



Kids' Home

In the fast-paced urban lifestyle of today, the shopping habits of parents have evolved. Kids' home shopping has become an integral part of their general household shopping, leading to their sale points extending beyond the conventional kids' stores. With better awareness and affordability amongst consumers, demand for innovative, well-designed and good quality babies and kids' products in India is growing at 20% per annum. As kids' home market grows in volumes and parents seek better quality products, new doors of opportunities are opening for brands and manufacturers.

Kids' Home at HGH India offers a unique opportunity for brands, manufacturers and importers of kids' bed & bath products, bedding, furniture, décor, toys, prams, bathroom accessories, houseware, health & hygiene to collaborate with home retailers and distributors to tap this opportunity.



Trends Forecast

HGH India will forecast trends for Spring/Summer 2024, which will be communicated to the exhibitors and visitors well in time to be used for designing and merchandising their collections. These trends designed by HGH India team will depict colours, designs, materials and styles that will be in vogue for home décor and home styles during Spring/Summer 2024.

From a well-designed trend book to a well-curated Trends Pavilion in hall 14, these trends will be presented to the visitors in a variety of ways for better understanding.



H-Circle Awards

HGH India has instituted H-Circle Product Innovation awards to recognize and encourage innovations in home products and designs for the Indian market. HGH India exhibitors from all product categories are eligible to nominate their products for these awards.

An independent and professional jury decides on the winners of these awards, which are presented at a special presentation ceremony during HGH India.



Conference program

HGH India hosts a series of seminars, presentations and panel discussions on relevant and futuristic topics for the benefit of the industry and trade. Available by invitation to the visitors, these programs are presented by HGH India in collaboration with highly experience and successful professionals and leading institutes. Attendees find these programs very useful in finding directions for their business strategies.



Advertising & Branding



Exhibitors can avail of several pre-show advertising and promotion opportunities like HGH India website banner, newsletters and sending out invites to potential buyers.

Similarly, during the trade show, several branding opportunities are available to promote and consolidate your brand position in the trade which visits from 600 cities and towns across India.

These include modern skyline, hoardings, advertising in the trade show catalogue, advertising on digiland, ceiling flags inside the halls, pathway pole flags, pylons and specially created advertising opportunities.

Details of available options and prices can be asked from HGH India sales team.



Indian Heritage



Indian Heritage is an initiative by HGH India to provide a professional marketing platform for India's rich heritage products which are aesthetically designed and skillfully hand-crafted by artisans, craftsmen and weavers for centuries. Their skills and crafts, applied to home textiles, home décor, home furniture, houseware, kids' products and gifts bring a unique sense of culture and heritage to Indian homes.

Since 2018, HGH India has been supporting the special promotion of Handicrafts, Handlooms, Handmade Carpets, Khadi, Coir and Jute products under its Indian Heritage programme. India's rich cultural, craft and weaving heritage reflects across these products. Indian Heritage promotion is also supported by Government of India, Ministry of MSME, Ministry of Textiles, Development Commissioner Handicrafts, Development Commissioner Handlooms, EPCH, CEPC, National Jute Board, Coir Board, NECTAR, IICT, NDC, NHDC, individual companies, theme pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Government agencies and institutions.

Active for five editions of HGH India now, Indian Heritage has been successfully connecting artisans, craftsmen and manufacturers of these products with Indian retailers, traders & gift buyers.

HGH India Plus

HGH India being a 4-day trade show, provides exhibitors the space and scope for greater level of interaction with high potential buyers. Exhibitors are exceedingly appreciating the unique proposition of a reserved first day for high-value key buyers. On the first day of the show, Dec 13, preference will be given to a select set of big buyers under the HGH India *Plus* programme. The next three days, Dec 14-16, will be open to all trade visitors (including HGH India Plus visitors).

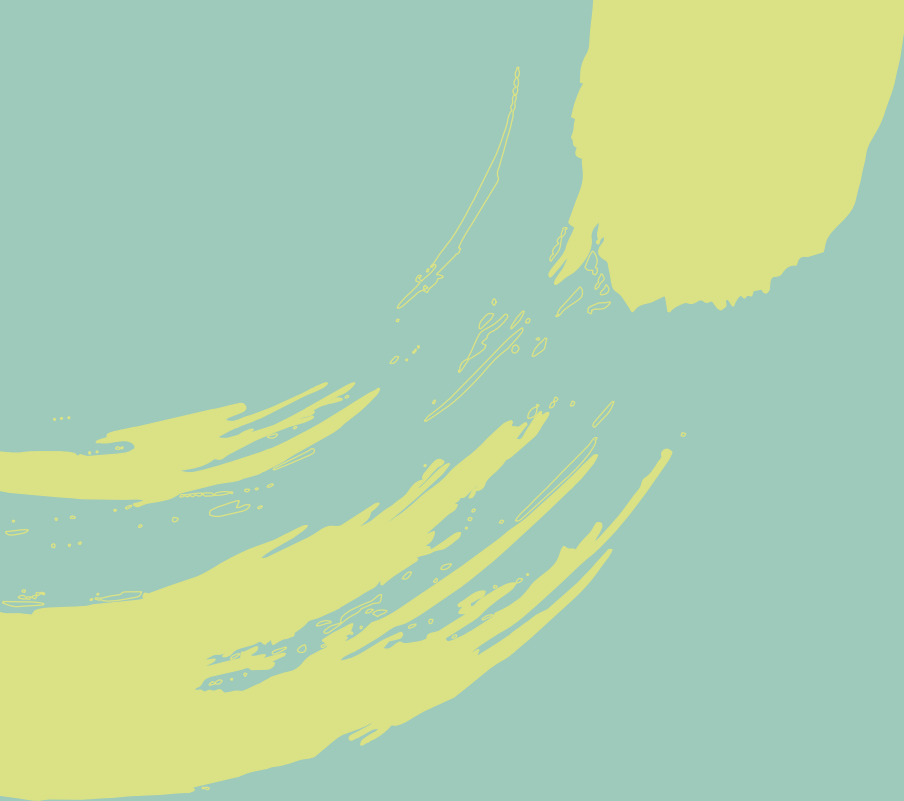
Health Safety Measures

Recognizing the challenges posed by COVID-19, the 14th Edition of HGH India will continue to adhere to all requisite protocols enforced by the Government of India. Keeping this in mind HGH India will organize all checks, sanitization, SOPs and guidelines for organizers, venue providers, exhibitors and visitors as required by law.

Facilities & Support

With wide experience and expertise on the Indian and International markets, HGH India team ensures that your participation in this trade show is beneficial and delightful. From providing trend information and market reports to organizing retail tours, from match-making to one-to-one business meetings to networking dinner, HGH India supports the exhibitors' business process. On other hand, physical conveniences like hotel and travel services, free shuttle bus service, logistics support, a variety of unique lounges, restaurants and cafeteria, business center, prayer rooms, media center, catering service and Wi-Fi service are created for visitors and exhibitors to enable them focus on their business. India Expo Centre is directly connected to Delhi NCR with blue line metro at Knowledge Park II and metro connectivity from Delhi Airport too.





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