

# Floor Décor

— an initiative by HGH India —



**F**loor covering market in India is still at a nascent pace, but evolving rapidly with developing understanding and importance of this category amongst consumers.

With greater attention to style and detailing in decorating homes, the consumer demand for all types of floor coverings is growing at 20% per annum. Retailers are now allocating increasing space to this category.

With advent of technology and materials, several innovations in functional and decorative floorings get introduced in the market year after year. From softer feel, brighter look, more aesthetic designs to properties like anti-skid, anti-slip, easy-clean, stain-resistant and child friendly, floor coverings are constantly evolving.

From area rugs to carpets, from hand-made to machine-made, wooden to laminated floorings, PVC and SPC flooring, carpet tiles, artificial grass, bath mats to door mats, vinyl flooring, synthetic sports floorings, kids room flooring and a variety of flexible and decorative floorings; innovations are hitting the market with high frequency. Existing players as well as new entrants in floor coverings are now introducing materials which need to be understood well by the retailers and distributors, in order to explain them to the end consumers.

Floor Décor at HGH India will focus on introducing innovations and trends in floor coverings to the retailers and educate them on innovative materials and technologies, which in turn will help them communicate with the consumers more effectively.





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Organised by: **TEXZONE**