

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...

In today's urban lifestyle, the kids' home shopping is getting combined with general weekend household shopping. Hence, sale of kids' products shifting 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.

At the 15th HGH India, brands and manufacturers will showcase specialised 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.

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.

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 will be displayed by exhibitors of HGH India.

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 15th HGH India in July 2024.





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Organised by: **TEXZONE**