

**HGH** INDIA<sup>®</sup> 2025  
HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

**JULY 01-04, 2025**

BOMBAY EXHIBITION CENTER, MUMBAI

The Tradeshow designed to connect you with the Indian Market



Contemporary ■ Futuristic ■ Sustainable

17<sup>th</sup> Edition



# Key Highlights

## Edition

Seventeenth  
Edition

## Venue

Bombay  
Exhibition Center,

## Dates

July 01-04,  
2025

## Area

50,000 Sq.  
Meters, 4 halls

## Season

Autumn/Winter  
2025-26



## Stay Connected with the ever-evolving Indian home market Rapidly growing... Vibrant... Sustainable!

**N**ow in its 17th edition, HGH India is a bi-annual trade show with a clear focus on the Indian domestic market. Keeping its exhibitors and visitors ahead of their competition by focusing on innovative products and contemporary consumer needs, HGH India continues to evolve with changing times. From this edition onwards, HGH India has adopted Sustainability as an important cause for the home products sector.

HGH India facilitates sourcing by trade buyers of home textiles, home decor, home furniture, houseware and gifts, which is its core objective.

With every subsequent edition, HGH India continues to evolve by offering new business opportunities and business ideas for players in home business. It now consists of features like Trend forecasts, knowledge sharing sessions, H-Circle product innovation awards and focused pavilions like Indian Heritage, World of Sleep, Smart Kitchen and Kids' Home. Besides, the trade show offers opportunities for licensing, franchising and long-term international and Indian business partnerships.

Every year, the industry and trade look forward to HGH India for innovations, design trends sourcing and market updates.

17th edition of HGH India will embody Mumbai's dynamic spirit charged with new ideas and business opportunities. It will focus on sourcing for upcoming festive retail season & trends for Autumn/Winter 2025-26.

For established players, HGH India is a perfect platform to launch their innovations & new trade schemes among their channel partners. It also helps exhibitors connect with new retailers, distributors, architects and institutional buyers in unrepresented territories.

For new entrants in the Indian market, HGH India is a well-established trade show to introduce their products & company to over 42,000 retailers, distributors, importers, OEM buyers, architects and institutional buyers across India in just 4 days.

HGH India connects International and Indian brands, manufacturers, importers and exporters with retailers, distributors, architects & interior designers, institutional & trade buyers in over 650 cities and towns across India and 33 other countries. Over 700 brands and manufacturers from 32 countries exhibit their products and services at HGH India, making it a truly global platform for business and networking.

**If home is your business, be where business feels at home!**



# Product Portfolio

HGH India brings together a wide range of home products classified into following categories:

## Home Textiles



Furnishing fabrics, curtains, blinds, decorative made-ups, bed & bath linen, mattresses, pillows, comforters, blankets, quilts, table & kitchen linen, rugs, carpets and floor coverings, wall hangings and more.

## Home Decor



Wallpapers, table & wall décor, floor décor, decorative lights & fans, decorative hardware, clocks, wooden & SPC flooring, vinyl flooring, artificial grass & plants, area rugs, bathroom decor, decorative accessories, artefacts, handicrafts, figurines, dry flowers, fragrances, artificial flowers, aroma oils, potpourri, candles & candles stands and so on.

## Home Furniture



Entire range of home furniture including bedrooms, living rooms, modular kitchens, study, home lounges, home office, kids' rooms, bathrooms, sun decks, gardens, outdoor and accent furniture.

## Houseware



Kitchenware, kitchen appliances, cookware, kitchen accessories, tableware, bar accessories, bathroom accessories, glassware, food carriers, dinner sets, cleaning and maintenance products, storage, home appliances, home automation & security, disposable articles, outdoor and general houseware products.

## Gifts



Photo frames, crystal, barware, artefacts, wall & table clocks, glassware, personal bottles, cookware, cutlery, dinnerware, houseware, home textiles, decorative accessories, jewellery boxes, celebration and festive products, handicrafts, bags, boxes, gift packaging, and more.

## Services



Store designing, display units, visual merchandising, window displays, retail furniture, lighting, retail management software, cash registers, design software, digital printing equipment, IT hardware, and consumables, consumer loyalty programs, social media solutions, advertising, POP solutions, fabric catalogues, hangers, packaging, logistics, trade publications, trend information, and industry associations.

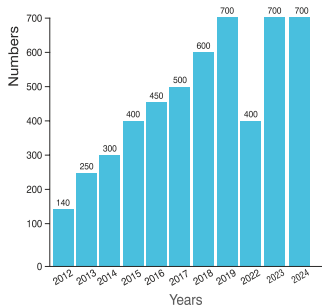


## Exhibitor Profile

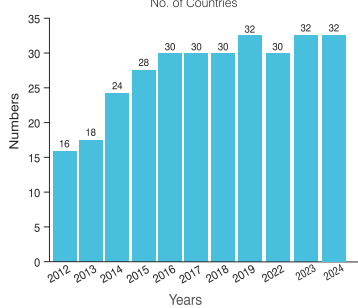
- Indian and International brands, manufacturers, OEM suppliers, importers & exporters of Home Textiles, Home Décor, Home Furniture, Houseware and Gifts.
- International and Indian brands desirous of entering or expanding their reach in the Indian market.
- Luxury and premium designer brands in home products categories.
- Exhibitors from all over India and 32+ countries across the world.
- Established players desirous of expanding their retail and distribution networks.
- Established brands & manufacturers to launch their innovations, new collections and new trade schemes to their channel partners across India.
- Introducing, Promoting and consolidating your brand in the trade.
- Test marketing and market research for innovative products.
- Direct interaction with retailers and get their feedback on the company's market standing, competition, consumer expectation etc.

## Exhibitor Growth

Growth in Exhibitors in all July edition  
Total Exhibitors



Growth in Exhibitors Spread in all July edition  
No. of Countries



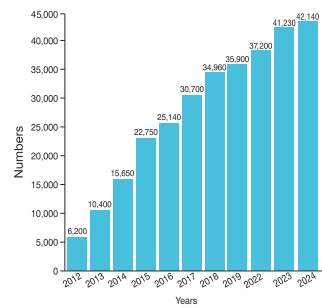
Exhibitors at HGH India include Indian and International Brands, Designers, Manufacturers, Distributors, Importers and Private Label Suppliers.

## Visitor Profile

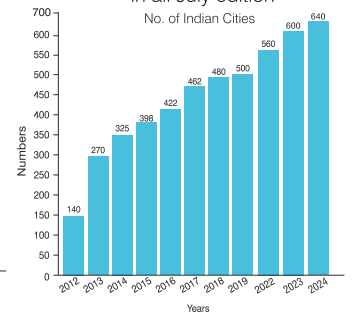
- Decision makers like Business Owners, Directors, CEOs, Sourcing Heads, Merchandising Managers, designers etc.
- LFS like Department stores, Hypermarkets, Discount stores, Traditional retailers, and Online retailers selling home products.
- Specialty retailers like Furnishing stores, Home Textiles stores, Mattresses stores, Home Furniture stores, Home decor retailers, Interior Design stores, Home boutiques, Houseware retailers, Kitchen & Home Appliances stores, Kids' stores, Gift stores etc.
- Channel partners like National & Regional Distributors, Wholesalers, Franchisees, Importers etc.
- Private label, White label and OEM buyers like brands, retailers and institutional buyers.
- Architects & Interior designers.
- Gifts Suppliers & Corporate gift buyers; Institutional Buyers, Hospitality Industry Associates etc.
- High potential International Buyers from 30+ Countries.
- Buying Houses/Agents, Design Studios & Institutes, Export Houses, Designers & Merchandisers, Fabric Sourcing Teams, Industry & Trade Associations, Professionals & Consultants, Diplomats & Officials, Trade Media & other related stakeholders.

## Visitor Growth

Growth in Visitors in all July edition  
Total Visitors



Growth in Visitors Spread in all July edition  
No. of Indian Cities

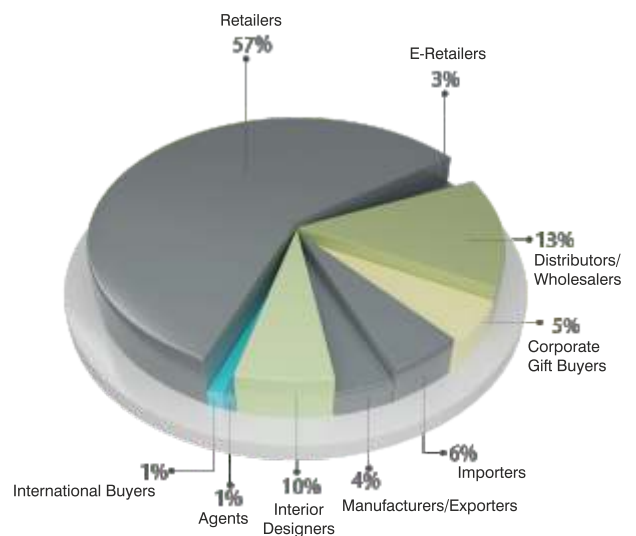


HGH India visitors include all categories of trade buyers like Home Retailers, Importers, Distributors, Trade representatives, Institutional buyers, Franchisees, Architects & Interior designers, and International buyers.

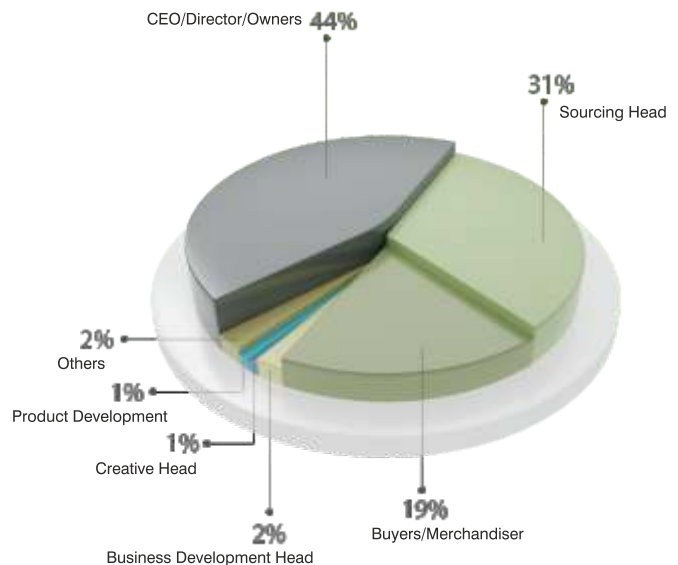
## HGH India Plus

Being a 4-day trade show, HGH India offers exhibitors a unique opportunity to connect and engage with high-potential buyers. On July 1st, the focus will be on high-volume buyers through the exclusive HGH India Plus programme. From July 2nd to 4th, the show will open its doors to all trade visitors, including the HGH India Plus programme participants, ensuring a broad spectrum of industry interactions and opportunities.

Visitors (Business Profile)



Visitors (Job Profile)





HGH India has created several special focus areas in order to draw visitors' interest in these rapidly growing segments within the overall home products market. These focus areas will be highlighted through a dedicated pavilion and pre-promotions, offering special advantage to the exhibitors in these product segments. For the 17th edition the focus areas will be:

## World of Sleep

With Indian consumers being increasingly aware of the importance of quality sleep, their demand for superior sleep



products are rising rapidly. Introduced at HGH India, World of Sleep enables retailers to be updated on the latest products, innovations and upcoming trends in sleep products.

Leading International and Indian brands, manufacturers, importers and national distributors regularly exhibit as part of the World of Sleep pavilion at HGH India. In the last eight editions, retailers have given extensively positive response to World of Sleep, which is reflected in the growing attendance at this pavilion.

'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, mattress protectors, sleeping bags, sleeping pods, sleeping gadgets etc.

World of Sleep provides a unique opportunity for brands and manufacturers to promote their innovative products amongst retailers and distributors across India.

## Home Furniture

Gaining positive response from buyers, HGH India is all set to expand its range of Home Furniture in the upcoming 17th edition at the Bombay Exhibition Centre, Mumbai. As consumers look for complete home décor solutions in one place, more retailers are expanding their merchandise



range to include indoor, outdoor and accent home furniture. 17th edition of HGH India will continue to have focus on Home Furniture, alongside home décor, decorative accessories and handicrafts. This segment features a varied range of products for living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, kids' furniture, and outdoor furniture.

Indian and International home furniture brands & manufacturers across categories will find an opportunity to connect with well-established home & furniture retailers, interior designers, architects, distributors and potential franchisees across India.

## Walls & Windows

New materials, technology and innovations in walls, windows and sun-protection categories will be showcased on a larger scale. Products like wallpapers, blinds, curtains, furnishing fabrics, high performance fabrics, window automation, wall finishes, wall decorations, curtain



rods, sun-protection films, insect protection nets, awnings etc. will be included in this segment.

To highlight innovations and global advancements, 17th HGH India has included Walls & Windows as a focus area for special promotions. Manufacturers, brands and importers of these products can benefit by exhibiting.



## Smart Kitchen

17th HGH India will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware which will make cooking faster, healthier and environment-friendly. Smart Kitchen pavilion will appraise the visitors on latest innovations introduced by brands

and manufacturers globally. The trade show will also offer insights to them on upcoming trends in modular kitchens, cookware, kitchen appliances and kitchenware.

## Kids' Home

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



moving beyond the conventional kids' stores. With better awareness and affordability, demand for innovative, well-designed and good quality kids' products in India is growing at 20% per annum. As kids' home market grows in volumes and parents seek better quality products, new opportunities are opening for the market players. 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 2025-26

HGH India will unveil Home Fashion Trends for 2025-26, which will be useful for the designers, brands, retailers and manufacturers for the upcoming festive retail season. HGH India trend forecast depicts colours, designs, materials and styles applicable to home textiles, home furniture, home décor and houseware. HGH India trends inspires designers and product developers to push boundaries and innovate products combining fashion and functionality.

Through a well-designed trend book, well-curated Trends Pavilion and interactive seminars, exhibitors and visitors can gain valuable insights into the futuristic trends. By presenting these trends in diverse formats, HGH India facilitates their comprehension among stakeholders. This multifaceted approach not only informs but also inspires the users, guiding the creation of trendsetting innovations in the realm of home décor and style.



# Indian Heritage

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 culture, craft and weaving heritage reflects across these products.

Indian Heritage is also supported by Government of India, Ministry of MSME, Ministry of Textiles, Development Commissioner Handicrafts, Development Commissioner Handlooms, EPCH, CEPC, HEPC, National Jute Board, Coir Board, NDC and NEHHDC. Moreover, private companies, theme pavilions, trends pavilion and various National award-winning artisans through various Government agencies and institutions.

Indian Heritage serves as a professional marketing platform for India's rich heritage products which are aesthetically & 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, authentication, and heritage to Indian homes.

Now an integral part of the trade show, Indian Heritage at HGH India has been successfully connecting skillful artisans with Indian retailers, traders & gift buyers. 5 National Awardees are invited by HGH India to do live demonstration of their crafts in the Indian Heritage pavilion.





## H Circle Awards

H-Circle Product Innovation Awards have been instituted to recognize and encourage innovative designs, materials and functionalities of home products in India. HGH India exhibitors from all product categories are eligible to nominate their products for these awards, free of cost.

An independent jury consisting of renowned professionals from diverse yet related fields decides on the winners of these awards. H Circle Awards are presented at a special presentation ceremony held during HGH India.



## Conference program

HGH India hosts a series of seminars, presentations and panel discussions on sustainable, contemporary, and futuristic topics for the benefit of the industry and trade in conjunction with leading organizations. To attend these informative sessions, visitors can choose pre-registration process online on HGH India website (<https://hghindia.com/>). Attendees will find these conferences and seminars 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 in the trade show, which is visited by brands, retailers, and manufacturers from over 700 cities and towns across India.

Branding include modern skyline, hoardings, advertising on digiland, advertising in the trade show catalogue, 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.

## Engaging Events

Besides several facilitating and informative activities like VIP buyer's meet, networking events, trends pavilion, presentations and media meet, several exhibitors also host their private events at HGH India like product launches, brand ambassador visits, dealers' meets and press conferences.

## Business Support & Facilities

With wide experience and expertise on the Indian and International markets, HGH India team promises to make your participation process rewarding and delightful.

From providing home fashion trend forecasts, to market trends, to organising retail tours, and one-on-one business meetings; HGH India extends support to all participating exhibitor's business processes. We also assist in conveniences like hotel and travel services, free shuttle bus, logistics support, a variety of unique lounges, restaurants and cafeterias, business centre, media centre and catering services, enabling you to focus on your core business.

**HGH**  
INDIA

Let's create a



Sustainable World

Organised by:

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