

Where business feels at home!

Insights in Tomorrow!

Ever-evolving and growing, the 17<sup>th</sup> edition of HGH India in Mumbai once again promises to be an innovative mix of products, market trends, sourcing opportunities and business ideas! With 700 brands and manufacturers from all over India and 32 countries showcasing their new lines, HGH India promises to be a voyage of discovery for retailers, distributors, OEM buyers, architects and interior designers, across 2,500 home products.

With 100 first-time exhibitors, HGH India is all set to further widen your range of suppliers. International exhibitors will include Furnishing Fabrics from Italy, Wallpaper from Ukraine, Organisers from UK, Storage from Korea, Cookware from Belgium, Dinnerware from USA and much more. Imbibing the upcoming consumer and lifestyle trends, the trade show will unveil the latest range of home textiles, home décor, home furniture, houseware & gifts to the Indian trade buyers. Over 45,000 serious trade visitors from about 690 cities and towns across India and 32 other countries are expected to visit. HGH India is scheduled for 01-04 July, 2025 at Bombay Exhibition Center, Goregaon, Mumbai.

17th HGH India will focus on all futuristic aspects of home products, which will help the retailers prepare for tomorrow's consumer demand. Contemporary home textiles, furnishing fabrics, rugs, mattresses, home furniture, accent & décor, lifestyle driven houseware created with innovative materials, latest technology and



Key Highlights

- 700 Brands & Manufacturers across three halls
- Home Textiles, Furnishing Fabrics, Home Décor, Home Furniture, Houseware and Gifts under one roof
- Leading Indian and International brands present
- Exhibitors from India and 32 other countries
- Trends 2025-26: Emotion in Motion
- Smart Kitchen- Future of Indian kitchens





forecasted fashion trends will help retailers and distributors source integrated home collections, keeping them ahead of their competitors.

As home retailing in India gets redefined, taking cue from its global contemporaries, all categories of retailers—online, offline, hyper markets, department stores, specialty retailers, boutiques and franchisees—seek to reorganise their merchandise mix, marketing and retail practices to offer holistic solutions to the consumers under one roof. HGH India strives to make these solutions available to them under its roof by bringing the right exhibitor mix, in terms of design, products, materials, quality and services. The trade show helps retailers add new categories to their stores, making business more profitable and sustainable.

From **Sustainability Pavilion** to **Omni Reach Zone**, **HGH India** will offer newer solutions within the home retail space in line with the younger Indian consumers' thought process. Sustainability Pavilion in hall 6 will showcase a wide range of home products made from recycled and sustainable materials with sustainable processes, supporting the efforts of an eco-friendly lifestyle. Omni Reach Zone in hall 6 will help online and offline players cross over into each other's territories, establishing synergies and mutually beneficial business relationships, servicing consumers on either side.

**Home Fashion Trends for 2025-26**, will be presented under the enchanting theme of **Emotion in Motion** through a well-curated Trend Book, Trend Pavillion and Trend Seminars. Visitors can witness the trends live, along with their applications in the Trends Pavilion in hall 6.

You can also buy a copy of the Trend Book at a nominal price of ₹1,500 for your reference. Trend Seminars will help them understand the forecasted trends from the curators of the Trend Design team directly.

Taking HGH India visitors in a creatively interactive era, supported by AI, **Digi Lounge** in hall 6 will offer an immersive experience of futuristic homes to visitors with the help of digital technology.

With this edition, home textiles move to a brand new pillarless **Hall 6** from the earlier Hall 1. Hall 6 will house furnishing fabrics, wallpaper, blinds, bed sheets, bed sets, blankets, comforters, quilts, towels, decorative made-ups like cushion covers & curtains, table & kitchen linen, mattresses, pillows, mattress protectors, handloom-based home textiles, Trends Pavilion, Sustainability Pavilion and Omni Reach Zone. Organised group participation of 20 manufacturers & exporters of hand-woven home

## New at HGH India

- Home Textiles move to new hall 6
- Omni Reach Zone- Bridging Online/Offline opportunities
- HGH India Interactive: Knowledge Sharing Sessions
- Sustainability Pavilion
- Digi Lounge- Experience Futuristic Homes

## Extensive Government Support

- Supported by Ministry of MSME
- Supported by DC Handicrafts, DC Handloom, Ministry of Textiles,
- Supported by Governments of Uttar Pradesh and Haryana
- Pavilions by HEPC, CEPC, NDC, NEHHDC, EUPEA



Topman



Pluchi



India's youthful consumers seamlessly blend traditions, contemporary fashion, latest technology and global influences in their lifestyle. **Emotion in Motion**, the well-researched Trend Forecast for 2025-26 by HGH India team, provides comprehensive insights into upcoming home fashion trends in terms of colours, designs, materials and styles.

Our "Emotion in Motion" trends are categorised into four sub-themes: **Future Fizz**, **Majestic Lagoon**, **Burgundy Bloom**, and **Chai & Biscuits**.

Millennials and Gen Z are influencing a shift towards more personalised, expressive, and

## Trends 2025-26



sustainable lifestyle choices. Technological advancements in AI are revolutionizing home decor & functioning with personalised product recommendations and virtual staging, enhancing accessibility. Economically, rising middle-class incomes are fuelling demand for luxury, premium and affordable home products.

Trends 2025-26 capture the latest social, lifestyle, and technological evolutions, offering valuable insights for product designers, architects, interior designers, brands, manufacturers, and retailers to develop new home collections and merchandising strategies.

Visit the **Trends Pavilion** in hall 6 to experience the trends brought to life with real products. You can also buy a copy of the Trend Book for Rs.1,500 at the Trends Pavilion and Information booths. Your journey into the future of home fashion begins here!



textiles by Handloom Export Promotion Council (HEPC) will also be in this hall. Carpet Export Promotion Council (CEPC) will bring over 20 handmade rugs manufacturers & exporters from key centres like Bhadohi, Varanasi, Jaipur, Agra and Panipat, alongside machine-made rugs in this hall. Besides, several exhibitors will individually show their range of machine-made rugs made in India as well as imported from other countries. In this hall, 10 members of Eastern Uttar Pradesh Exporters' Association (EUPEA) will also showcase their highly creative skills in hand-embroidered, hand-woven and hand-crafted home textiles.

**Hall 3** will seamlessly flow from home furniture to home décor. It will house leading furniture brands like Orange Tree from Basant; Furniba, Jodhpur; Crystal Furnitech, Nagpur; Saaj, Cuttack; Rubco, Kannur and Lily Cult, Malappuram (Kerala). Several others will exhibit their range of contemporary sofas, chairs, dining, coffee tables, consoles, side tables, outdoor furniture, utility and accent furniture to retailers and architects.

Exhibitors will offer their own brands, OEM supplies to retailers as well as Contract & Project work solutions to Architects and Interior Designers. In addition to the regular furniture retailers and Architects, furnishing retailers now seeking to add home furniture to their merchandise and aspirant franchisees will particularly find this hall of high interest.

Supported by the Association of Furniture Manufacturers & Traders (AFMT), Hall 3 will showcase home furniture, both indoor and outdoor, with primary focus on furniture manufactured in India. Market demand for home furniture continues to rise in India by over 20% per annum. Consumers are increasingly moving away from customised furniture to ready-made furniture.

Hall 3 will also house a wide range of handicrafts and decorative accessories in metal (*silver, brass, copper, steel, iron*), wood, glass, porcelain, coir, bamboo, cane, resin and several other natural and man-made materials. Exhibitors will include brands, manufacturers

and importers of decorative lights, artefacts, table tops, clocks, vases, candle stands, artificial plants, flowers and grass, vertical gardens, decorative flooring and a variety of handicrafts for imaginative decorative usage. National Design Centre (NDC), North-Eastern Centre for Technology Application & Reach (NECTAR) and Jammu & Kashmir Trade Promotion Organisation (JKTPO) have organised group participation of artisans coming under their purview, to provide them greater market accessibility.

Handicraft manufacturers and artisans in this hall will represent Jammu & Kashmir, Moradabad, Jodhpur, Jaipur, Agra, Meerut, Ranchi, Cuttack, North-Eastern states, West Bengal, Gujarat, Maharashtra, MP, Karnataka,



Ekaani



Designers Resource



Shades of India



Sapana



**N**ow in their fourth edition, **H-Circle Product Innovation Awards** instituted by HGH India for recognising and encouraging innovations in product categories like home textiles, home décor, home furniture, houseware and gifts, have started showing the desired results. The awards have not only recognised many hidden master innovators across these categories, but have also helped them connect with the mainstream market at national level. Innovative spirits of well-established brands too have been kindled, leading to a healthy competition.

Innovation in design, materials, functionality and applications of home products by the exhibitors of 17<sup>th</sup> HGH India are eligible for nomination free of any cost. Entries will be evaluated based on criteria like design innovation, aesthetics, durability, ecology and practicality.

Visitors can see all nominated innovative products with their description, company name and booth no. in the H-Circle Nominations Arena in Hall 6. Winners, decided by an independent Jury. This very professional and highly experienced Jury will judge the overwhelming number of nominations for these awards, which will be conferred for the fourth time at this edition of HGH India, at a specially organised H-Circle Awards night on 1<sup>st</sup> July, 2025. H-circle Awards are entirely sponsored by the organisers of HGH India and supported by the Indian Institute of Interior Designers (IIID).



Kerala and several other states. Many of them will be supported by Development Commissioner Handicrafts, Government of India. Similarly, a range of modern, machine-made decorative accessories will be presented by Indian brands, manufacturers and importers.

Indian Heritage Pavilion, sponsored by HGH India, will continue to host live craft demonstration by the National Awardees for their hand-crafting skills with different materials. HGH India buyers can find unique craft products and connect directly with the artisans for sourcing.

In recent years, Indian manufacturers have started investing heavily to improve their design, quality, manufacturing infrastructure and production capacities to offer contemporary furniture and decorative accessories. With the Government of India making the compliance with BIS standards compulsory for several furniture products, effective February 2026, it's a golden opportunity for furniture industry in India to work towards import substitution and promote Made in India furniture.

In **Hall 4** at the 17<sup>th</sup> HGH India, **Houseware**, divided into sub-categories like kitchenware, kitchen appliances, cookware, tableware,



Oodaii by Amaravathi Textiles

glassware, storage, cleaning, general houseware and plastic products will be the biggest-ever and most-exciting presentation by leading Indian and International brands. Smart Kitchen Pavilion will showcase the model of a modern Indian modular kitchen with its equipment, kitchenware, cookware and utilities.

From food processors & sandwich makers, pressure cookers and frying pans, knives & graters to peelers, kitchen containers & utensils, dinnerware, crockery, cutlery, barware; leading Indian and international brands will introduce their new range in terms of design and functionality. Buyers will also be able to see innovations in storage, containers, drinkware & bottles, bathroom accessories, cleaning and general houseware products like dustbins, buckets, tubs, clothes dryers, ironing boards etc.

The demand for houseware as a whole continues to grow at over 15% in the Indian market, offering several business opportunities for existing as well as new players at both brand and retail levels. HGH India will bring a good reflection of this opportunity.



Spiegelau



Ultrafresh by Prestige

# Smart Kitchen

— an initiative by HGH India —

**S**mart Kitchen Pavilion in hall 4 will feature latest innovations in kitchenware, cookware, modular kitchens, and smart appliances that make cooking **faster, healthier, and more convenient**.

With growing consumer expectations for convenience, hygiene, and health safety, manufacturers are introducing smarter kitchen appliances, cookware and kitchen tools-from voice-assisted gadgets to multi-functional cookware. Whether it's chopping, blending, baking, or food storage, every stage of kitchen activity is being transformed.

Indian kitchens are clearly evolving to suit the lifestyle of modern Indian households. Premium kitchen appliances and cookware like air fryers, hot plates, microwave, smart chimneys, hobs, electrical cooker, rice cooker etc., once considered luxury are now a necessity. From modular kitchen layouts to AI-powered appliances, Smart Kitchens are transforming the way Indian homes cook, dine, and live. At this year's HGH India, visitors will get an exclusive live experience of the Smart Kitchen in action. This innovation is brought to life by the combined expertise of TTK Prestige, the expert in smart cooking solutions, and Ultrafresh Modular Solutions, specialists in modular kitchens, wardrobes, and home storage. Now a proud member of the Prestige family, Ultrafresh brings design, functionality, and innovation together under one roof.

For retailers, distributors, and trade buyers, Smart Kitchen will be an opportunity to experience the latest innovations and upcoming trends in kitchen space and understand the changing demands of the modern Indian consumer.



Jaypee Plus