

Where business feels at home!

India's Home & Lifestyle Market Growing by Scale, Spread and Sharper Demand

India's home décor market was valued at USD 26.88 billion in 2025 and is now entering a significant new phase and is projected to reach USD 42.36 billion by 2034. While scale remains one of its defining strengths, the more interesting story in 2026 is about the quality and distribution of demand.

The World Economic Forum's February 2026 data places 93% of India's consumer growth outside the top metros, across nearly 500 emerging consumer cities. The market is no longer shaped only by metro consumption; most important structural shifts is the growing relevance of Tier 2 and Tier 3 markets. These markets are no longer emerging in a peripheral sense; they are increasingly central to how the industry thinks about distribution, assortment and expansion. Regional retail is strengthening. Increasingly, growth is being driven by a wider geographic spread, stronger category awareness, improved retail access and more aspirational purchase behaviour across India. Consumers are more exposed, more aware and more willing to invest consciously in how they live, decorate, gift, host and rest. The home is being viewed not only as a place of utility, but as an expression of identity, comfort and lifestyle.

Price-value remains important, but design, utility and perceived quality are gaining influence.

Spending continues to rise across the home spectrum. Premiumisation is moving into everyday categories. Replacement cycles in décor, furnishings and houseware are becoming more active. Digital discovery is influencing taste and accelerating category exposure. Hospitality, institutional and real estate demand continue to support broader market momentum and festive consumption remains one of the strongest engines of trade activity.

HGH India continues to be uniquely relevant covering all the dynamics. The show reflects not only the scale of the industry, but also its diversity. It brings together the categories that increasingly define the home and lifestyle universe as it is actually bought and sold in India - from home textiles, decorative furnishings, bed and bath to mattresses, pillows and the growing World of Sleep; from home décor, decorative accessories and gifts to home furniture; and from cookware, kitchenware and kitchen appliances to tableware, storage, plastics and general houseware.

The category depth matters because today's buyers are no longer sourcing in just products. They are building broader lifestyle stories, sharper category adjacencies and more complete merchandising solutions ■



HGH INDIA®
HOME DECOR ■ GIFTS ■ HOUSEWARE

Over The Years...

For nearly two decades, HGH India, India's leading trade show for home textiles, home décor, home furniture, houseware and gifts, has served as a platform for India's home and lifestyle industry where trends emerge and categories evolve. HGH India has evolved into a forum where businesses come not only to source, but to discover design and product trends, read the market trends, know what is changing, and find new business opportunities and partnerships. It helps the visitors and exhibitors prepare for what comes next. Year after year, the trade show has reflected the evolving priorities of retailers, brands, distributors, importers, designers and institutional buyers across the country.

HGH India News is a running conversation with the trade- about the categories, trends, and activities that will define what happens on the show floor and extending the role beyond the four days of the trade show. For its 19th edition, HGH India Newsletter will bring together market signals, category insights, trade opportunities, emerging shifts, exhibitor visibility and future-facing ideas that matter to the industry.

This first edition begins with a simple but powerful idea: that the future of home and lifestyle trade can be understood through three intersecting lenses — **Contemporary**, **Futuristic** and **Sustainable**. Together, they offer a practical framework for how products are being designed, positioned, sourced and bought in the coming years.

As we look forward to the 19th edition of HGH India, scheduled from **June 30 to July 3, 2026** at the **Bombay Exhibition Center, Mumbai**, we believe the role of trade shows is also evolving. It is no longer enough to gather products under one roof. A truly relevant trade platform must also create market intelligence, enable category conversations, build context for decision-making and help the industry anticipate what is next.

I hope these insights help you navigate the current market shifts. We'll be diving even deeper into categories and these topics in our series of newsletter, till then stay tuned. See you on the show floor soon!"

-Team HGH India

Contemporary ■ Futuristic ■ Sustainable

A useful framework for understanding the home and lifestyle trade in 2026. The Indian home market is becoming more layered and more sophisticated. What was once a largely fragmented and function-driven trade is now increasingly influenced by design, lifestyle aspiration, wellness, innovation and material consciousness. Buyers are not only looking for what will sell; they are also looking for what feels relevant, differentiated and future-ready.

At HGH India, we see this through a practical lens that is becoming increasingly important across categories: Contemporary, Futuristic and Sustainable.

Contemporary speaks to the products and collections that reflect today's consumer mindset — cleaner design, better finish, stronger lifestyle relevance and a more elevated sense of everyday living. In home textiles, it appears in layered bedding, tonal palettes and coordinated room stories. In home décor, the shift is toward accessories that add personality without excess — thoughtful accents, balanced styling and artefacts that complement evolving interior sensibilities. In furniture, it shows up in compact, urban and multifunctional formats. In cookware, this may be visible in cook & serve options and induction-ready kitchen solutions. At its core, it is where the present moment of the home and lifestyle market is most clearly defined.

Futuristic is increasingly visible in the way categories are being reimagined around how people will live, use and buy in the years ahead. Technology, convenience, wellness and modularity are shaping the next wave of products. In home textiles it emerges through better safety, performance fabrics, easy-care materials and wellness-led bedding. In furniture, it is expressed through foldable, adaptive and space-saving solutions designed for changing lifestyles of young Indians. In kitchen and houseware, this is seen in smart appliances and energy-efficient convenience solutions. Not only in metros but even in cities like Pune, Ahmedabad, and Coimbatore there is a genuine demand by buyers for whom smart functionality is an expected product feature rather than a premium add-on.



Pano

Sustainable is becoming one of the most important long-term filters in the trade. This is no longer only a niche or premium conversation. Increasingly, buyers and brands are paying closer attention to material authenticity, durability, recycling, reduced waste, responsible sourcing and product longevity. Whether it is safer coatings in cookware, natural or recycled fibres in textiles, responsibly sourced materials in furniture, or more breathable and durable choices in sleep products, sustainability is beginning to influence both business strategy and consumer perception.

Taken together, these three lenses offer more than a trend language. They offer a practical way to understand what is becoming commercially relevant in the home and lifestyle market — and what the next generation of successful brands will need to deliver ■



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What to Expect?

The 19th edition of HGH India, at the Bombay Exhibition Center, Mumbai, will once again bring together a strong and highly relevant cross-section of the home and lifestyle trade.

Exhibition will host brands, manufacturers from over 30 countries across the globe and will continue to attract retailers, wholesalers, distributors, importers, institutional buyers, architects and interior designers from over 750 cities and towns across India, including a growing base of professionals from non-metro markets. International visitors from 30 countries are also expected to visit. For exhibitors, this continues to make HGH India one of the most efficient and targeted opportunities to connect with a serious trade audience. For buyers, it remains a platform where both established sourcing relationships and new business opportunities can be built in the same environment.

This year's edition will present a wider and richer mix of Indian manufacturers, brands, importers, exporters, sourcing specialists and emerging product creators. It will also continue to reflect the increasing maturity of the market, where business is defined through a fine balance between volume, scale, design, innovation, quality and consumer aspirations. The 2026 edition will be spread across four halls, with strong representation across Home Textiles, Decorative Furnishings, Bed & Bath, Table & Kitchen Linen, Rugs & carpets, Technical Textiles (Hall 6); Home Décor including table tops, wall décor, floor décor, handicrafts, home fragrances, artificial flowers, decorative lights, Gifts and more (Hall 2); Home Furniture (Hall 3); and Houseware & Gifts (Hall 4).

Visitors can also expect the continued momentum of H-Circle Product Innovation Awards, now in its fifth edition, which has become a valuable marker of product newness and relevance for the Indian market. In parallel, HGH India will once again host its seminars, presentations and panel discussions, creating a richer layer of business conversation on relevant and future-facing industry topics, adding further value for exhibitors and visitors alike ■



Sapana Carpet-Mats



Pacific Cottons



Essen



Gifty Home Fashion



Orange & Mustard



International exhibitors focus on India

Another important dimension of 19th HGH India is the continuing strength of international participation.

As India's home and lifestyle market grows in depth and sophistication, it is becoming increasingly important not just as a destination for products, but as a serious trade market with regional and global relevance. International products and brands represented directly or through Indian channel partners, continue to add breadth to the sourcing ecosystem, while also helping Indian buyers benchmark materials, finishes, design language and category direction against broader global shifts.

At the same time, HGH India has become a useful point of connection for overseas brands seeking Indian distribution, Indian importers looking for new supply opportunities, retailers evaluating international assortments and exporters observing how the Indian market is evolving. In that sense, the platform is no longer only national in significance. It is increasingly becoming a place where international trade relationships, Indian demand and global supply meaningfully converge.

Visitors can find several product options across home categories from Italy, Germany, Belgium, USA, UK, Ukraine, Turkey, China, Singapore, Chile and many other countries. Besides, several well-established Indian exporters manufacturing world-class products over the years, will make their debut at this edition of HGH India- sensing the huge and growing opportunities in the Indian domestic market ■



Going forward...

HGH India will continue to be a place where products are discovered and business is transacted. We shall continue to strengthen this platform where the trade can reflect, interpret and anticipate. HGH India 2026 covers the full breadth of India's home trade, and what this newsletter will reflect across its editions, is the idea that these categories do not operate in isolation. The retailer who sources cookware is also sourcing home linen. The architect specifying materials is also looking for furniture, décor and soft furnishings. The distributor expanding into a new city is thinking across the entire home, not one shelf of it.

The coming weeks will bring more category spotlights, exhibitor introductions, market observations and forward-looking themes as we build toward the 19th edition of HGH India ■



Visitor Registration

We invite you to stay engaged with us, share insights, feedback and most importantly, to save the date:

19th HGH India
June 30 – July 03, 2026
Bombay Exhibition Center,
Mumbai

Trade visitors are encouraged to pre-register early for priority updates, exhibitor previews and show information.



Scan the above QR Code to Register for free & Save ₹1000/- registration fee before 20th June, 2026

For the latest updates & registration www.hghindia.com

