

20TH
edition

It's time to
Reinvent!



Contemporary
■
Futuristic
■
Sustainable

The trade show
designed to connect you
with the Indian market.

www.hghindia.com

HGH INDIA: REINVENTING AND RESHAPING THE FUTURE OF HOME

As HGH India enters its 20th edition, the Indian home industry stands at a defining moment. Consumers have evolved. Markets have expanded. Categories are transforming. The future demands a new approach.

A new generation of home buyers is driving purchase decisions. Their aspirations, lifestyles and expectations are fundamentally different. They seek brands over commodities, experiences over products, and innovation over convention.

At the same time, the Indian home market is being reshaped by:

- Rapid growth of branded and premium home products.
- Expansion of retail and distribution into Tier 2 and Tier 3 markets.
- Emerging categories powered by new materials, technology and design.
- Rising demand for convenience, wellness, sustainability and smart living.
- Changing retail formats, merchandising strategies and omnichannel engagement.
- Accelerating growth of premium and luxury segments.

To stay relevant, retailers, brands and manufacturers must anticipate tomorrow's consumer - not react to them.

With trend forecasts, new knowledge platforms, innovation-focused experiences and deeper industry engagement, HGH India continues to lead from the front - connecting businesses with ideas, products and opportunities that will define the next phase of growth in the Indian home market.



WELCOME TO THE REINVENTED HGH INDIA

- **Future Ready**
- **Consumer Focused**
- **Industry Led**



edition

Key Highlights



VENUE

Bombay Exhibition Center,
Goregaon, Mumbai, India.

DATES

July 06-09, 2027

AREA

Over 40,000 Sqm

EXHIBITORS

700+ Brands & Manufacturers

VISITORS

43,000+ Trade Buyers

CATEGORIES

Home Textiles, Home Decor,
Houseware, Lifestyle, Gifts



REINVENTED ZONES, REINVENTED OPPORTUNITIES

The home market is changing rapidly. New consumers, new categories, new retail formats and new growth markets are creating fresh opportunities - and new challenges.

Traditional product classifications no longer reflect how today's consumers discover, evaluate and buy products for their homes. Increasingly, purchasing decisions are influenced by lifestyles, aspirations, technology, convenience, wellness, sustainability and personal expression.

To align with these market realities, HGH India 2027 introduces a reinvented zone architecture designed around contemporary consumer needs, emerging growth opportunities and evolving retail formats.

The new structure enables visitors to discover products and solutions more intuitively, while helping exhibitors position themselves within broader consumer and lifestyle contexts beyond simple product categories.

WHY THIS REINVENTION MATTERS?

Consumer-Centric

Gain deeper insights into the aspirations, lifestyles and buying behaviour of today's home consumers, especially the emerging generation of decision-makers.

Future-Focused

Explore innovations across materials, technology, sustainability, wellness, smart living and design-led home solutions that are shaping tomorrow's market.

Retail-Relevant

Understand evolving retail models, merchandising strategies, omnichannel opportunities and the changing role of stores in the customer journey.

Business-Oriented

Discover emerging categories, white spaces and growth opportunities across metros as well as rapidly expanding Tier 2 and Tier 3 markets.

Knowledge, Insights & Industry Dialogue

Engage with industry leaders, experts and innovators, discover upcoming design trends, get insights into evolving market trends and interactive knowledge-sharing sessions.

Beyond Products. Towards Possibilities.

The reinvented HGH India will place greater emphasis on the forces transforming the industry - technology, sustainability, smart living, wellness, travel-inspired lifestyles, children's spaces and the growing influence of pet-centric living.

New technology-enabled features and dedicated trend-led initiatives will further help exhibitors and visitors connect with the consumer of 2027 and prepare for the opportunities of the next decade.

It is a reimagining of HGH India around the future of home business.

REINVENTED ZONES

HOME DECOR

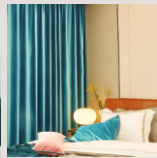
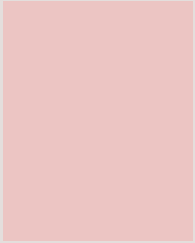
Curated around personal expression, aesthetics and home styling.

- Wall Accents
- Floor Coverings
- Lights & More
- Flora & Fauna
- Home Fragrance
- Table Accents
- Festive Décor
 - Pooja Ghar
- Accent Furniture

HOME TEXTILES

Focused on comfort, wellness, safety and everyday living.

- Bedding Comforts
 - Bath Essentials
 - Soft Furnishing
- Kitchen & Table Linen
 - HomeTech



HOUSEWARE

Designed around health, convenience, functionality and modern living.

- Drink & Dine
- Kitchen 360
- Smart Living
- Health & Hygiene
- Organisers
- Storage

GIFTS

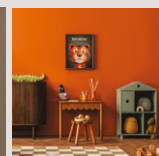
Celebrating personal, festive and corporate gifting opportunities.

- Corporate Gifts
- Personal Gifts

LIFESTYLE

The fastest-evolving consumer-led opportunities in the home market.

- Contemporary Homes
 - Design Hub
 - Luxury
- Outdoor Living
- Sustainable Life
- Indian Heritage
 - Kids Gallery
 - Travel
 - Pet World



TREND FORECASTS

A flagship initiative by HGH India of forecasting design and fashion trends for homes is based on extensive consumer and design research.

The trends predict how India's consumers will redefine what their homes should look, feel and mean to them through distinctive themes, addressed to different consumer segments. Each theme articulates a specific colour, material, pattern, and emotion, drawing from Indian cultural roots, global influences, and contemporary values. It is built for everyone operating across the home industry: manufacturers aligning product development with emerging consumer cues; retailers curating collections to match shifting market moods; interior designers and architects referencing concepts for spatial storytelling; and consumers seeking reflection and inspiration in their surroundings.

The Trend Forecast for 2027-28 will help in designing new products and merchandising strategy for retailers.



Trends 2027-28

HGH INDIA INTERACTIVE

A dedicated knowledge-sharing platform that brings together renowned industry experts, thought leaders and professionals for insightful sessions during the exhibition. Covering key home and lifestyle business trends, market shifts and emerging opportunities, these sessions are designed to broaden perspectives, support industry growth and help both exhibitors and visitors shape stronger, future-ready business strategies.

Because the future belongs to businesses that learn faster than the market evolves.



HGH
INDIA
INTERACTIVE

Knowledge Sharing Sessions

H-CIRCLE PRODUCT INNOVATION AWARDS

Celebrating the ideas that define the future of the home industry.

The H-Circle Product Innovation Awards recognise breakthrough products, meaningful innovation and market-leading solutions across the home ecosystem. The initiative aims to encourage innovation, reward excellence and create greater visibility for products that deliver superior consumer value.

By spotlighting innovation, HGH India continues to foster a culture of progress and inspire the next generation of industry leaders.

Open to all exhibitors, entries are evaluated by an independent jury of experts from design, marketing, retail, interior designers and academics. The winners are honored at a prestigious awards evening attended by the industry and media, creating strong visibility, recognition and PR value.



BRANDING



LED Branding



Website



Outdoor Hoarding



Ceiling Flags

WhatsApp Promotion



Pathway Pole Flags

Catalogue Advertising



Newsletter Advertising



STRENGTHEN YOUR BRAND

HGH India provides a unique opportunity to strengthen brand recall, build credibility with trade partners and influence purchase decisions across India's evolving home retail ecosystem.

Marketing and branding opportunities at HGH India offer brands a strategic, integrated marketing platform spanning advertising, PR, digital presence, website exposure and high-impact onsite visibility. This multi-channel engagement helps strengthen brand positioning, build top-of-mind awareness and amplify key business messages among buyers, decision-makers and channel partners. It also supports stronger engagement before, during and after the show, extending brand impact well beyond the exhibition days.

Exhibitors can avail of several pre-show advertising and promotion opportunities like HGH India website, multi-layered digital activity, newsletters, advertising in the trade show catalogue and sending out invites to potential buyers.

Onsite branding would help the brand stand out in front of a highly relevant audience of buyers, retailers, distributors and decision-makers from across India and overseas. Exhibitors can create stronger recall, amplify new launches and reinforce market leadership during the most important trade gathering of the sector. Branding opportunities include, curated private events, hoardings, ceiling flags inside the halls, pathway pole flags, pylons and specially created advertising opportunities.

HGH India business team would be happy to assist and guide with further details.

WHY EXHIBIT?

- Strengthen your brand as innovative and forward looking.
- Meet qualified trade buyers from across India.
- Launch new products and showcase innovations.
- Expand retail, distribution and sourcing partnerships.
- Strengthen brand visibility and market presence.
- Generate quality business leads and growth opportunities.
- Gain insights into emerging consumer and market trends.
- Enhance engagement through dealer meets, media interactions, brand activations and other private events.

VISITOR PROFILE

- Senior decision-makers and influential buyers from across the home and lifestyle ecosystem.
- Retailers, distributors, wholesalers, importers, e-commerce companies, sourcing professionals, category managers and private label buyers.
- Architects, interior designers, consultants, hospitality buyers, corporate procurement teams, buying houses and sourcing agents.
- Trade buyers looking for innovative products, emerging trends and reliable business partners.
- Institutional buyers.
- Corporate and personal gift buyers.

With visitors from 750 cities & towns across India and 30+ countries, HGH India provides a unique platform for networking, sourcing, knowledge sharing and business growth.

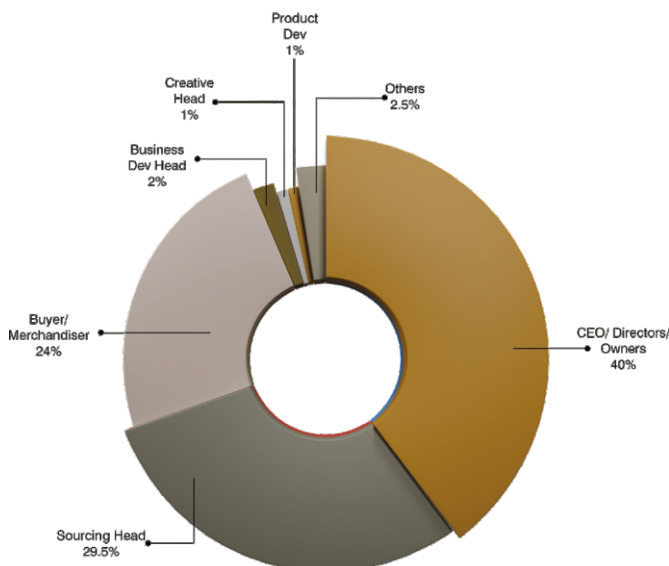
EXHIBITOR PROFILE

HGH India brings together leading Indian and international brands, manufacturers, OEM suppliers, exporters, importers and sourcing specialists from across the home and lifestyle industry.

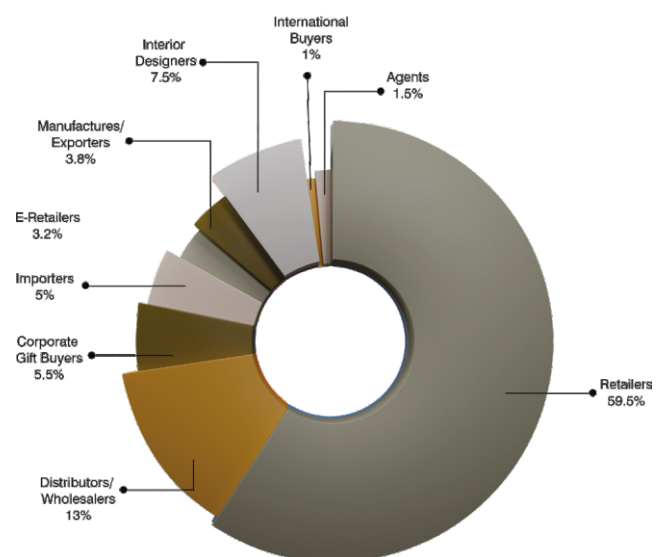
From established market leaders and premium brands to emerging businesses seeking market entry or international brands wishing to expand their market presence in India.

HGH India serves as a powerful platform to showcase products, launch innovations, build brand visibility and expand business across retail, distribution, e-commerce and institutional channels.

Visitors Job Profile



Visitors Business Profile



ORGANISERS PROFILE

HGH India is organised by **Texzone Information Services Pvt. Ltd.**, a company dedicated to building business platforms that support the growth and development of the home and lifestyle industry through varied initiatives like publishing, trade shows, communications, conferences and more.

With deep domain expertise, strong industry relationships and an understanding of evolving consumer and retail trends, Texzone has successfully established HGH India globally, as the country's leading trade show for home textiles, home décor, houseware, gifts and lifestyle products.

Follow us on



www.hghindia.com



@HGHINDIATRADESHOW

HGH India initiatives

Trends 2027-28



Organised by:

TEXZONE

Texzone Information Services Pvt. Ltd.

Corporate Office:

201 Rajan House, Appasaheb Marathe Marg,
Opp. Century Bhavan, Prabhadevi,
Mumbai - 400 025. Tel.: +91 (22) 69971122.

Delhi:

Unit No.1003, Vikrant Tower,
Rajendra Place, New Delhi 110 008.
India. Tel.: +91 (11) 2571 4111.