

Business Directions Rediscovered

The 19th edition of HGH India reflected optimism and a strong resurgence in retailer demand across all home categories ahead of the upcoming festive season.

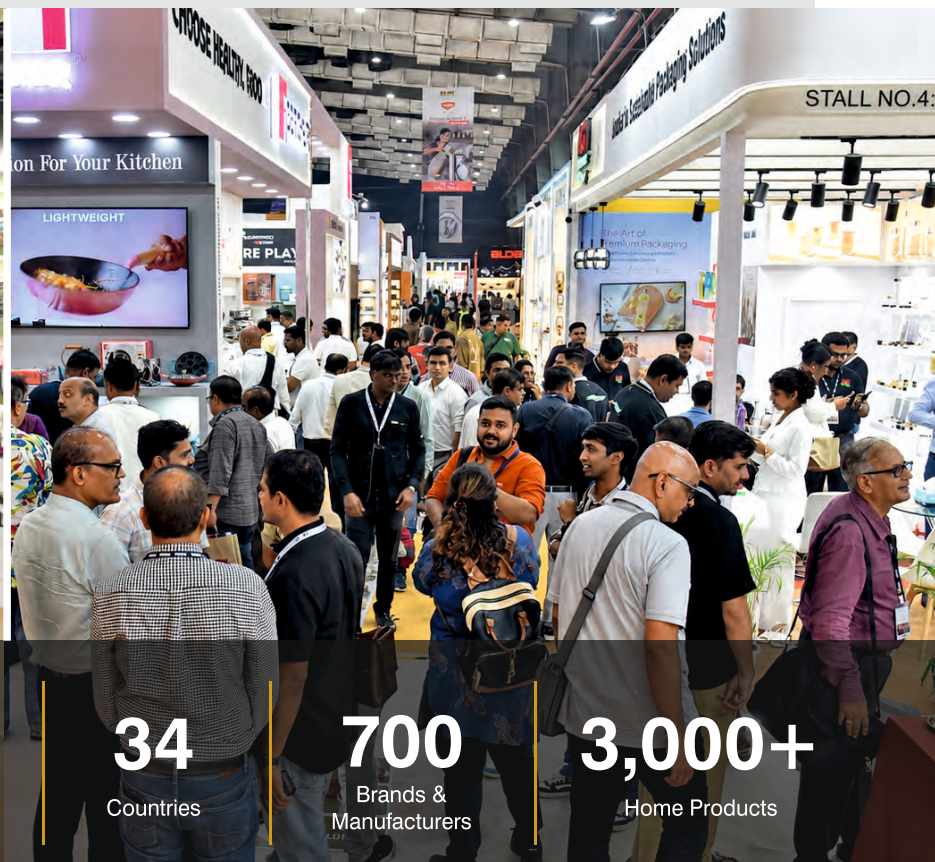
The show reaffirmed the rapid evolution of the Indian home market, with demand shifting towards better quality, premium offerings and branded products. New launches spanned bed sheets, high-performance home textiles, furnishing fabrics, rugs, sustainable products, decorative accessories, handicrafts and furniture. In houseware, over 50 new exhibitors showcased cookware, kitchenware, dinnerware, glassware and smart kitchen products alongside new collections from established brands, with strong emphasis on contemporary design and advanced materials. International exhibitors, including the Italian Pavilion organised by ITA drew high visitor interest.



44,743
Trade Visitors

752
Cities & Towns

478
International Buyers



34
Countries

700
Brands & Manufacturers

3,000+
Home Products

90%+ of exhibitors reported high satisfaction with business inquiries and spot orders generated.

Three market signals from HGH India 2026

PREMIUMISATION

Demand is moving towards better quality, higher-performance and branded products.

SUSTAINABILITY

Natural, renewable, recycled, upcycled and responsible materials are gaining visibility.

INNOVATION

Smart kitchen, HomeTech, new materials and future-ready product concepts are expanding the opportunity set.



Ms. Vrunda Manohar Desai,
Textile Commissioner, Ministry of Textiles,
Government of India

Chief Guest says

Inaugurating the 19th edition, **Ms. Vrunda Manohar Desai, Textile Commissioner, Ministry of Textiles, Government of India**, said: “A beautiful home is where comfort meets creativity, and textiles are the threads that tie them together. The 19th edition of HGH is a mesmerizing showcase of innovation across home textiles, home décor, furnishings and handicrafts, reflecting a balance between technical textiles and traditional handmade crafts. Post-pandemic, consumer behaviour has shifted - people are investing more in the spaces they live and work in, while Gen Z is increasingly conscious about sustainability. Exhibitions like HGH India are where the industry meets and explores global opportunities, especially as India’s FTAs with the UK and EU open new doors, with the Ministry of Textiles targeting a \$350 billion domestic textiles and apparel market by 2030.”

Business Results

The 19th edition achieved a record 44,743 trade visitors from 752 cities and towns across India, including 478 international buyers from 34 countries. Over 90% of exhibitors reported high satisfaction with business inquiries and spot orders generated. 700 brands and manufacturers from 30 countries showcased their innovations across over 3,000 home products. International exhibitors from the USA, Italy, France, UK, Germany, China, Belgium, Ukraine, Singapore, Brazil, Sri Lanka, Turkey and UAE connected with experienced Indian sourcing partners.

HGH India delivered satisfactory business results across all product categories.



Home Textiles

- PreSense 2026-27 identified four emerging home-fashion directions - Manchala Mind, Sun Woven, Kala Sangam and Colour Wave was the showstopper between the exhibitors & visitors.
- Many brands chose HGH India to launch their new collections included Maspar Imperial Grace featuring Tencel-blend bed linen, Darsh Cotton with kumar Vishwas launched new bed sheet brand, Homeful Style, Peps introduced Cirrus, a patented 100% rubberised coir mattress, KKP Fine Linen showcased premium TENCEL™ and organic cotton bedding.
- Grhamoy launched recycled- PET bottles-hand tufted carpets, Birla Cellulose highlighted Livaeco™ Lyocell and Viscose fibres, bringing traceability, sustainability and performance into home textiles.
- Excel Home unveiled The Bazar Collective, while Thirsty Towels presented Alufurn with clinically tested Skin Shield Technology. Bianca Home added two international licensed brands- Ninoco (Spain) for kids' home products and Swisco (Switzerland) for travel solutions.

Home Décor & Home Furniture

- ITA pavilion brought premium European design collections to the Indian market whereas Thailand, China, added international design perspectives to the décor segment.
- Sainik, Ireka Homes, Iris, Kohe, NaturalYours, Paramount Home, Akbar Brass City & Digvijay Exports introduced contemporary décor collections responding to evolving Indian interiors.
- Furniselan and Royal Designs presented accent furniture, highlighting the growing demand for statement-led furniture pieces.
- Indian Heritage connected traditional craftsmanship with contemporary retail showcasing the skills of artisans through live demonstrations in Sadeli, Rogan art, metal carving and Khurja pottery.
- Home Décor spotlighted statement mirrors, decorative accessories, art objects, vases, sculptures, wall décor and accent pieces, blending contemporary design with artisanal craftsmanship and global influences making the category premium sourcing destination..

Houseware & Gifts

- Bergner launched its new-generation tri-ply stainless-steel cookware, while Ember Cookware presented non-toxic, oil-efficient cookware using ceramic coating and titanium-clad cast iron. Borosil introduced new premium kitchen appliances and houseware.
- Tramontina presented its Bestow enameled cast-iron range. All Time Plastics introduced Krisper Containers, made with 100% food-grade, BPA free materials for organised kitchen storage. Obsessions launched new line of bath accessories & dustbin.
- Laco, France, made its direct HGH India debut with ECOCERT-certified cleaning solutions, while Zmoments, Singapore, showcased sustainability focused melamine dinnerware.
- Smart Kitchen featured live cooking sessions with celebrity chefs showcasing innovations transforming modern kitchen. The pavilion featured 120 products including Pearl Polymers' Damroo boil-over protector offering visitors the first-hand, interactive look at the future modern kitchens, alongside the PreSense 2026-27 trend directions were the highlight.

The HGH India Experience

preSense
अनुभूति

Home Fashion Trends 2026-27

HGH India unveiled its Home Fashion Trends 2026-27 for the Indian market under the theme "PreSense," reflecting India's youthful, tech-savvy consumers who blend tradition, innovation and global style. The trends were divided into four sub-themes - Manchala Mind, Sun Woven, Kala Sangam and Colour Wave - each catering to a different consumer and lifestyle segment.

Curated by an experienced design team, the trends were presented through a Trend Book and the Trends Pavilion in Hall 6, spanning colours, materials, designs and styles for the upcoming retail season. The four trend themes were actualised in the Trends pavilion with over 100 products from the exhibitors, indicating the maturing design sense of Indian brands and manufacturers. Exhibitors and visitors praised the pavilion for its clarity, creativity and inspiring collections, with many expressing interest in future collaborations

The trends 2026-27 positioned Indian brands and manufacturers within a new design, ideas, colours and consumer framework for the upcoming retail season.



Indian
heritage
HANDICRAFTS | KHADI | COIR | JUTE



A Tribute to India's Artistic Legacy

Indian Heritage celebrated India's craft traditions, showcasing the skills of artisans, craftsmen and weavers whose work continues to inspire contemporary home décor, houseware and gifting.

The Hall 3 pavilion featured live craft demonstrations by Mr. Rakesh Petigara (Sadeli Craft), Mr. Sumar Khatri (Rogan Art), Mr. Sagar Kumar Singh (Metal Carving) and Mr. Raisuddin (Khurja Pottery). Retailers, institutional and gift buyers explored authentic handcrafted products while witnessing traditional craftsmanship firsthand. Supported by HGH India in collaboration with government agencies and artisan groups, the initiative celebrated India's cultural legacy while creating business opportunities for artisans nationwide.

Craft heritage becomes more commercially relevant when traditional skills are connected with contemporary product and sourcing opportunities.



Sustainability Pavilion

- Brought together companies, designers and brands focused on conscious living and responsible manufacturing.
- Featured natural and renewable materials, recycled and upcycled resources, and biodegradable alternatives.
- Connected environmental responsibility with functionality and aesthetics.
- Created discovery opportunities for retailers, distributors, architects and sourcing professionals.

Sustainability is increasingly being considered alongside product performance, aesthetics and sourcing value.



Smart
Kitchen
— an initiative by HGH India —



The Smart Kitchen Concept in Hall 4 showcased innovations transforming modern kitchens through smart functionality, healthier cooking, energy efficiency and contemporary design. Design-inspired by the PreSense trend forecast, the pavilion covered every stage of the kitchen journey - preparation, cooking, storage, hydration and breakfast - alongside sustainable and trendy kitchenware and children's products, and highlighted planning principles like the Work Triangle and Meal Prep.

The pavilion hosted live cooking sessions by Chef Saransh Goila and Dr. Chef Parvinder Singh Bali, along with live demonstrations of Pearl Polymers' Damroo Gadget (a boil-over protector for milk and tea) and Seeba Industries Pvt. Ltd.'s Viners Knife, featuring a square-tip design for enhanced safety. ALDA, a division of Glen Appliances Pvt. Ltd., featured the complete range of fixed appliances on display. The pavilion featured over 120 innovative products across kitchen categories, offering visitors a first-hand, interactive look at the future of modern kitchens.

The modern kitchen is evolving into an integrated experience combining convenience, wellness, technology and design.



HGH India Interactive

Key themes: Premiumisation | Customer Experience | Sustainability | New Consumer Behaviour | Technical Textiles

The knowledge platform brought together brand professionals, manufacturers, distributors, retailers, architects and interior designers around consumer behaviour, retail transformation, innovation and sustainability. The Interactive session was commenced with presentations and panels featuring the industry experts.

Day 1 | Luxury, Design & Sustainability

- Luxury residential design and style enhancement.
- Design luxury experience: where interiors meet styling.
- Luxury in Details: Styling as the Final Layer of Design Excellence.
- Can We Make Sustainability Commercially Viable?



Panel Discussion on the topic "Can we make Sustainability commercially viable?" in process.

Day 2 | Changing Consumer, Changing Retail

- Retail differentiation through customer experience.
- Home Retail 2030: the future of Indian home retail.
- The New Indian Home Shopper: changing consumer behaviour.
- HomeTech: its importance for future Indian homes - safety, functionality and convenience.
- Creating a new enterprise in Technical Textiles: NTTM role and support.
- How traditional home textiles are transforming into technical textiles.



Panel Discussion on the topic "The new Indian Home Shopper" in process.



HomeTech Pavilion, with the support of MATEXIL & NTTM, sensitised people to the importance of functionality & safety of technical textiles.

Performance Meets Home

- Supported by the National Technical Textiles Mission (NTTM), Ministry of Textiles, Government of India, and MATEXIL.
- Showcased advanced fibres, specialised yarns and technologies designed for safety, comfort, durability and functionality.
- Applications included fire-retardant curtains, performance upholstery, functional bedding, waterproof bathroom textiles, heat-resistant kitchen fabrics and weatherproof outdoor furnishings.

HomeTech demonstrated how technical textile innovation is expanding into everyday home applications.

Extensive Government Support

Recognising the good business outcomes for the exhibitors at HGH India for MSMEs, artisans, craftsmen, handloom weavers and exporters, the Ministry of Textiles and Ministry of MSME continued their support to this trade show through their affiliated institutions. The Ministry of MSME supported participation of several MSME enterprises. Development Commissioner (Handicrafts) supported group participation of artisans and craftspersons through National Design Centre (NDC) and NECTAR. It also supported participation of hand-made carpet manufacturers through the Carpet Export Promotion Council (CEPC). Development Commissioner Handloom supported handloom weavers from several parts of India through Handloom Export Promotion Council (HEPC) and National Jute Board (NJB) brought in a wide range of sustainable jute products manufacturers with jute bags, carpets and decorative accessories.

State governments, including Uttar Pradesh, Rajasthan and Haryana, extended support under schemes like ODOP and MSME, strengthening participation from regional clusters. Most exhibitors reported positive business outcomes, reaffirming HGH India's role as a trusted platform for business growth.

Government-supported participation strengthened representation from MSMEs, artisans, handloom, handicrafts, carpets and regional clusters.



Exhibitors brought in by Government support; HEPC - 20 exhibitors, CEPC - 12 exhibitors, NDC - 10 exhibitors, NJB - 6 exhibitors & NECTAR - 10 exhibitors



Product Innovation Awards 2026



117
Nominations



16
Winning Products



5
Independent Jury

Instituted by HGH India and supported by the Institute of Indian Interior Designers (IIID), the awards recognised innovation across home textiles, home décor, home furniture, houseware and gifts. A distinguished independent jury consisting of **Dr. Kundlata Mishra**, Associate Professor, Department of Fashion Design, NIFT Mumbai; **Rakhi Makwana**, Founder & Design Principal, Studio Rakhi M; **Mr. Govind Shrikhande**, Former MD, Shoppers Stop LTD; **Mr. Anchal Jain**, Faculty Co-Chair, Creative & Cultural Business Programme at IIM Ahmedabad; **Ms. Avril Dsouza**, Managing Editor, Good Homes, evaluated the entries. All nominations were displayed in the H-Circle Product Nominations Arena in Hall 6, with the awards ceremony held on the first day at The Grande, BEC.



H-Circle Product Innovation Awards 2026 Jury with the Award Winners.

Sr. No.	Company	Brand	Category	Product	City
1	AVI Lifestyles Ltd.	AVI	Home textile - decorative	Spun fabric mattress protector/cover	Jaipur
2	Atishay Foam	Aiko Home	Home textile - functional	Cool weave air max pillow	Ghaziabad
3	Coimbatore Cotton Concepts and Designs Pvt. Ltd.	Thirsty Towels	Home Textile-Handloom	Bamboo bliss terry bath towel	Coimbatore
4	Swadeh fusion	Swadeh	Home Décor - Handicrafts	Lion king planter	Mumbai
5	Delite International	Casa Delite	Home décor - machine - made	Bathmat, bedsheet, carpet	Panipat
6	Vishwakarma Art Palace	Furniselan	Home furniture - Large Furniture	Greece premium look wooden sideboard cabinet 3 doors - natural finish	Ratangarh
7	VD Houseware	VD Plast	Home furniture - accent furniture	Self watering planter	Mumbai
8	Ember kitchens Pvt. Ltd.	Ember	Houseware - Cookware, kitchenware and kitchen appliance	Ember marvel oven	Bengaluru
9	Divine Copper	Divine Copper	Houseware - organisers and storage solutions	Copper oil dispenser	Mathura
10	Vola Global LLP	Vola	Houseware - tableware (dinnerware, serveware and cutlery)	Peony	Mumbai
11	Asian Plastoware Pvt. Ltd.	Asian Plastowares	Houseware - General Houseware	Binge box insulated tiffin	Mumbai
12	GG Metalkrafts	GG Copper	Gifts - corporate gifting	Brass coffee filter - colour	Moradabad
13	RGS Tex Industries	RGS Tex	Gifts - personal gifting	Premium jacquard waterproof mattresses protector set	Jaipur
14	Bianca Home LLP	Nautica	Contemporary product	Nautica waterless aroma mist electric diffuser	Mumbai
15	Vardan Creators Pvt. Ltd.	Genflask	Futuristic product	Ozil 800 genflask	Vapi
16	Fine Silver Works	Sainik	Sustainable Product	Cow dung speaker	Moradabad



The Industry Speaks

Exhibitor and visitor feedback reinforced the show's role as a sourcing, discovery, networking and market-intelligence platform.

Exhibitor Voices



Shreevar Kheruka,
Managing Director,
Borosil Limited

HGH India gives us an opportunity, just ahead of the sourcing season in July, to showcase our full range to a wide base of customers across India, including general trade, large-format retail and e-commerce. As the show grows in scale, we're seeing a better quality of visitor.



Smita Joshi,
Vice President,
Sutlej Textiles Pvt. Ltd.

The high-quality visitors, engaging knowledge sessions and the MATEXIL - NTTM collaboration reinforce its role in driving innovation in the home products industry.



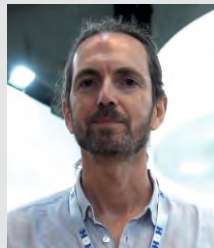
Ankita Udekar,
Sr. Marketing Manager,
Nayasa

Exhibiting at HGH India for the first time, the brand received an encouraging response with strong footfall, quality lead generation, and positive engagement from distributors, dealers, and supply chain partners.



Subash Kumar Nallathambi,
Director,
KKP Fine Linen Pvt. Ltd

HGH India was the ideal platform for KKP Fine Linen Pvt. Ltd. We debuted our new domestic brand, Flatiron. Showcasing export quality bedsheets, quilts, and pillow covers across linen, organic, jacquard, and dobby fabrics, the launch strengthened the company's presence across the Indian home-textile market.



Marco Turella,
Project Manager, Kutyna,
Italy

This is our first visit to India, and we are impressed by the tremendous interest our products have received. HGH India offers an excellent platform with a wide product range, focused categories, and quality trade buyers.



Anand Baldawa,
CEO, thinKitchen

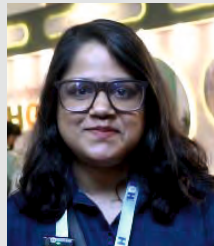
It is the only trade exhibition we participate in within India, and year after year it delivers meaningful business opportunities. HGH India is the place to connect with the right buyers.

Visitor Voices



Amandeep Lohan,
Director - Home, Kitchen &
Outdoor, Amazon India

Premiumisation continues to be a defining trend, with consumers across metros as well as Tier I and Tier II cities seeking better-performing, higher-specification products. Demand for health and wellness-focused products is also growing steadily.



Sanjana Sood,
Founder & Principal Designer,
Abraxas Design

Consumer buying is becoming more conscious and design-led, with growing demand for premium, high-quality, and sustainable products. Natural materials, textured finishes, marble, stone, brass, and patina are increasingly defining modern luxury interiors.



Robin Jacob,
Executive Director,
M. A. Jacob & Co.

Over the last 19 editions, the exhibition has evolved remarkably, reflecting the dedication and hard work of the organising team. HGH India has consistently grown in scale and quality.



Om Prakash Kale,
Sr. Manager,
Reliance Industries Ltd.,
Petrochemicals Division -
Polyester Textiles

HGH India showcased an impressive range of fabrics, product innovations, technical developments, colours and finishes. It was valuable to explore the latest trends shaping the home textiles industry.



Kushboo Sabu,
Proprietor,
Lifestyle Furnishings,
Nagpur

The dedicated product-wise segmentation introduced this year made the visitor experience even more focused and efficient.



Nirav Meswani,
Director,
Surprise Home Linen

HGH has been our premier platform for exhibiting, sourcing and exchanging ideas — a platform the home textile industry has always needed.

20th edition

It's time to
Reinvent!

HGH INDIA 2027
HOME DECOR • GIFTS • HOUSEWARE
Jul 06-09, 2027
Bombay Exhibition Center, Mumbai

With its upcoming 20th edition in Mumbai, HGH India will present reinvented product zones in keeping with the evolving lifestyle and needs of Indian consumers. The 20th edition will showcase new ideas, innovative products and future-ready retail concepts to help businesses stay ahead of change.



Organised by Texzone Information Services Pvt. Ltd.

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