



Sleep Technology

Where visitors will discover global innovations and technological trends in sleep products like mattresses and pillows. Current Work from Home and extremely health conscious environment demands even more innovations.

In the post-pandemic era consumers are likely to spend more time at home. Already growing consciousness towards better sleep has got further boost to incorporate hygiene, health and immunity, going beyond comfort and well-being. Mattresses, pillows and sleep product manufacturers are facing new challenges and opportunities to provide sleep solutions in this new Work from Home Lifestyle.

Research has proved that good quality sleep has a direct connection with better health, sleep hygiene, comfort, reduced stress levels and productivity. Hence, consumers are today looking for sleeping solutions for their individual needs. Retailers must keep pace.

HGH India 2021 will highlight advancements in the latest Sleep Technology and Materials being used by manufacturers and brands in India and across the globe. India is relatively new and therefore, a high growth market for modern sleep products like Mattresses, Pillows, Comforters, Blankets, Mattress protectors, Sleeping Bags, Sleeping Gadgets, Supplements, Sleep Sprays, Wake-up Lights, Smart Bedroom Gear, Drapes, Diffusers, etc.

Sleep Technology pavilion in hall 14 at HGH India 2021 will educate retailers and trade visitors on upcoming trends and enable them understand various factors affecting the choice of right sleep products. This will help retailers provide better information to consumers, helping them buy the best suited sleep products for their individual needs.

Sleep Technology at HGH India 2021 is a unique opportunity for manufacturers and brands in this category to promote their innovations amongst retailers and distributors across India in a highly focussed manner.

