



Small Furniture

A dedicated hall is being introduced at HGH India 2021 to showcase small furniture which accentuates the decor and adds to the functionality of the house.

Increasing urbanisation, smaller houses and rented accommodations are influencing furniture buying pattern of Indian consumers. More and more people today desire to reinvent the look of their homes with high frequency, at low cost. As in case of fashion, accessorising and accent are becoming the new buzz words in home decor too!

All above factors are driving the market towards small and accent furniture. Consumers today prefer readymade furniture and soft furnishings which are co-ordinated with each other. Decorative accessories and furniture are getting integrated to create a new category of small furniture which combines functionality with decor.

Coffee tables, consoles, nesting tables, small cabinets, dressers & mirrors, book shelves, bar cabinets and wine racks, chairs, recliners, sofas, pouffes, bean bags, study tables, kids furniture, trolleys, shoe racks, wall separators, sideboards, rocking chairs, stools, swings, balcony chairs, hammocks, garden furniture, outdoor & camping furniture...the list seems to be increasing year after year. Technological advancements is leading to sophisticated furniture being created across materials like wood, bamboo, cane, plastic, rattan, wrought iron, steel, brass, glass, stone, acrylic, recycled materials...

With many employees working from home, in the post-pandemic era, demand for home office furniture is increasing. In this new normal, more & more consumers prefer multi-functional and space saving furniture to accommodate more in less space. Innovations in study-cum-office desks, ergonomic home-office chairs are in demand.

Complete home stores, furnishing stores, home decor stores and online retailers are becoming new destinations for furniture buying, in addition to conventional furniture stores and customisation.

HGH India 2021 will address these emerging trends in furniture business. For the first time, HGH India will introduce a dedicated Hall 11 for small and accent furniture, which will enable its exhibitors reach out to retailers and distributors across categories. A theme pavilion will also showcase upcoming trends in small furniture.

