

Kids' Home

— an initiative by HGH India —

As kids' home market in India grows in volumes and parents seek better quality and branded products, this segment opens up new doors of opportunities. Wider reach in terms of retail and distribution is a must to reach out the rapidly emerging Indian market.

In hall 11, HGH India 2022 will introduce a specialised section for babies & kids' home products spanning from bedding, furniture, décor, toys, prams, bathroom accessories, houseware, health & hygiene and so on.

Demand for innovative, well-designed and good quality products in this segment is growing in India at about 15% per annum. Shopping habits too are undergoing a transformation with consumers preferring to buy kids' products alongside their routine household purchases for convenience and saving time. Besides the specialised kids' stores, the regular home textiles, furniture, houseware retailers and large format stores, most of whom are regular visitors at HGH India, are keen on expanding their kids section.

As children spend more time at home due to the pandemic-induced lifestyle, consumers want to make their kids living space in conformance to needs such as quality sleep, play, study, comfort, hygiene and safety.

Kids' Home section will showcase a wide range of products like baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids' furniture, cutlery & tableware, water bottles, kids' storage, soft toys, technical & action toys, educational toys, kids' accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids etc.

Brands, manufacturers and importers in kids' products can collaborate with home retailers and distributors to tap this opportunity through HGH India 2022.

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