



World of Sleep is a joint initiative by HGH India and Indian Sleep Products Federation (ISPF), where visitors will discover global innovations and technological trends in sleep products across categories.

World of Sleep will continue to give HGH India 2022 visitors an insight into the technology-driven innovations that characterize healthy sleep products like mattresses, pillows, bed sheets, comforters and sleeping gadgets to create the right mood and environment. Growing consumer awareness on the health benefits of good quality sleep will further propel innovation in this sector.

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

At the World of Sleep pavilion, experts will share research findings on good quality sleep and its relevance to better health, sleep hygiene, comfort, reduced stress levels and productivity.

Consumers are today looking for sleeping solutions for their individual needs. Retailers must keep pace.

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.

World of Sleep pavilion in hall 12 at HGH India 2022 will educate retailers and trade visitors on upcoming trends and enable them provide better information to consumers, helping them buy the best suited sleep products for their individual needs.

World of Sleep is a unique opportunity for manufacturers and brands to promote their innovations amongst retailers and distributors across India.

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