

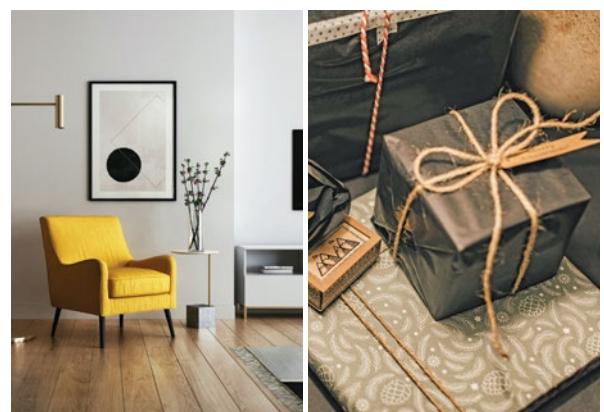
Houseware ♦ Home Décor ♦ Furniture ♦ Gifts

## Marcellus International Houseware Show (MIHS) 2026

Where Global Innovation Meets India's Fastest-Growing Home Market



India's houseware, home décor, home furniture, and gifting sectors are entering a period of strong growth. Rising consumer aspirations, changing lifestyles, and rapid modernisation are reshaping how homes are designed, furnished, and upgraded. MIHS arrives at a moment when buyers are actively seeking reliable suppliers, new product ideas, and scalable partnerships across both domestic and global markets.



### India: A High-Growth Home & Lifestyle Powerhouse

India is witnessing a sharp rise in demand across houseware, home décor, home furnishing, and gifts. These categories now form a multi-billion-dollar ecosystem, supported by strong e-commerce penetration, organised retail expansion, and rapid home modernisation across urban and emerging markets.

Furniture and décor alone generate tens

of billions in annual revenue, positioning India among the world's most dynamic home product markets. Buyers are actively scanning for manufacturers and brands that combine product quality, compliance readiness, design sensibility, and supply reliability.

MIHS is designed to connect this demand with suppliers who are ready to serve scale.

### MARKET SIGNALS

- Strong consumer demand driven by income growth and lifestyle upgrades
- Rapid category expansion across houseware, décor, furniture, and giftware
- Growing export opportunities as sourcing strategies diversify globally
- Urban and rural demand shifting toward better-designed, quality products

### Expected at MIHS 2026

<b>250+</b> exhibitors	<b>350+</b> brands
<b>15,000+</b> trade visitors from India and overseas	<b>12,000+</b> sq. metres of exhibition space

### A New Beginning for the Home & Living Industry

The first edition of the Marcellus International Houseware Show marks the launch of a focused B2B platform for Houseware, Home Décor, Home Furniture, Kitchenware, and Gifting in India. MIHS brings together manufacturers, brands, importers, and reliable suppliers with serious business buyers from across the country.

This inaugural edition is built to create

a trusted, organised, and business-driven exhibition environment where participants discover new products, explore market opportunities, and build partnerships that extend well beyond the show floor.

## Four Categories Powering Home & Lifestyle Trade

MIHS is organised around categories that shape how homes are equipped, styled, and upgraded across retail and institutional channels.

### Houseware



A complete range of modern home and kitchen products, including kitchenware, appliances, cookware, tableware, bathroom essentials, cleaning and storage solutions, safety items, and general houseware.

### Home Décor



Wallpapers, flooring, rugs, blinds, bathroom décor, handicrafts, artefacts, clocks, lighting, decorative accessories, candles, aroma oils, and contemporary décor elements that elevate living spaces.

### Home Furniture



Furniture for living, dining, bedroom, kitchen, study, kids' rooms, home office, and outdoors, featuring sofas, chairs, beds, storage solutions, garden pieces, and versatile accent units.

### Gifts



Photo frames, barware, clocks, customised gifts, festive items, handicrafts, bags, and premium gift packaging for retail, corporate, and export markets.



## What Exhibitors Build at MIHS

MIHS provides a premium platform for brands aiming to expand visibility, test new markets, and strengthen distribution networks across India and overseas.

Opportunities include:

- Building networks and long-term partnerships
- Conducting market testing and gathering buyer insights
- Direct interaction with retailers and sourcing teams
- Introducing brands to domestic and global trade markets
- Strengthening presence across multiple channels



## Who Visits MIHS

The inaugural edition welcomes a curated mix of industry decision-makers and emerging buyers looking for reliable suppliers and fresh product ranges.

**Visitor profiles include:**

- Business owners, CEOs, sourcing heads, merchandising managers
- Modern and large-format retail chains, e-commerce buyers
- Specialist houseware, furniture, and décor retailers
- Distributors, wholesalers, private-label and OEM buyers
- Hospitality, corporate gifting, and institutional procurement teams
- Buying houses, consultants, exporters, and trade ecosystem partners

## MIHS Delhi Fair 2026 Begins Here

For brands and buyers shaping the next phase of India's home and lifestyle business, MIHS offers a focused, organised, and growth-oriented trade platform.

**Bharat Mandapam, Pragati Maidan, New Delhi**  
24–25–26 July 2026

**Exhibitor and visitor registrations are now open.**