

Cover Story

India's Luxury Home Market: A \$10 Billion Opportunity Unfolds

A rising middle class, surging disposable incomes, and a new generation of design-conscious consumers are rewriting the rules of India's home and houseware industry — and MIHS sits at the very heart of this transformation.

\$25B
Market Size by 2027

14.2%
Projected CAGR

500M+
Urban Consumers by 2030

25+
Nations at MIHS 2026

Market Analysis

The Great Indian Upgrade

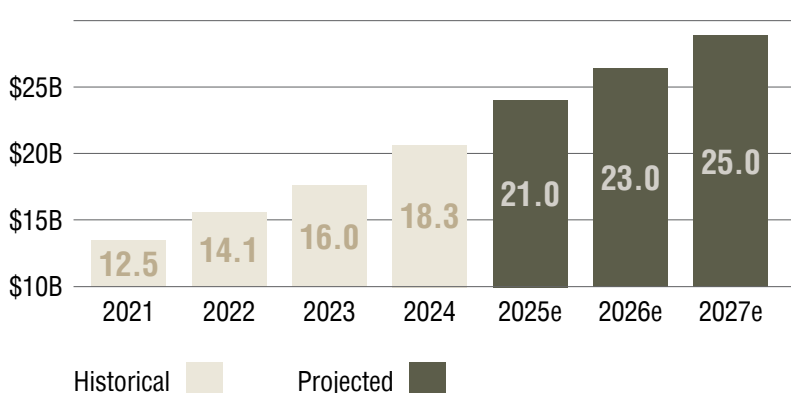
India's home products sector is no longer a quiet story. With rapid urbanisation reshaping living spaces and a young, aspirational demographic reaching peak earning years, demand for quality kitchenware, home décor, and furniture has surged with remarkable consistency.

The country's houseware and home furnishings sector is projected to cross \$25 billion by 2027, propelled by premiumisation at every price tier — from mass-market upgrades in Tier 2 cities to luxury finishes in metro penthouses. Crucially, this is not a uniform wave. It is a tiered revolution, with distinct growth pockets across product segments and geographies.

“THE INDIAN CONSUMER IS NO LONGER CHOOSING BETWEEN PRICE AND DESIGN. THEY WANT BOTH AND THEY WANT THEM NOW.”

For MIHS, this is the central opportunity. As India's premier B2B houseware platform, the show connects manufacturers, exporters, and innovators directly with the buyers riding this demand curve: retail chains, distributors, HoReCa groups, and institutional procurement heads.

INDIA HOUSEWARE MARKET GROWTH (\$B) — 2021 TO 2027



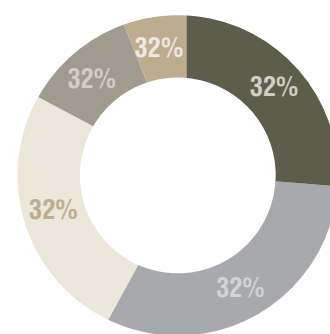
Where Growth Lives

Premiumisation Across Tiers

The luxury shift is not confined to metros. Tier 2 and Tier 3 cities are emerging as the new frontier, as aspirations outpace geography. Rising per-capita incomes in cities like Lucknow, Surat, Indore, and Coimbatore have created a new class of discerning buyer — one who has tasted premium and will not go back.

Simultaneously, the HoReCa segment — hotels, restaurants, catering — is undergoing a massive refresh cycle, driving institutional demand for quality tableware, cookware, and décor at scale. MIHS 2026 specifically addresses this with a curated institutional buyer programme.

SEGMENT SHARE — INDIA LUXURY HOME MARKET



Kitchenware ■ Home Décor ■ Furniture ■ Gifting ■ Storage & Other ■

The MIHS Advantage

Why Timing Matters

MIHS 2026, held July 24–26 at Bharat Mandapam, arrives at the inflection point of this growth arc. With 200+ exhibitors, 5,000+ trade visitors, and buyers from 25+ countries, the show is not just a mirror of the market — it is an engine of it. Brands that establish connections here do not merely track the India opportunity; they lead it.

Global Sourcing Report

The World Is Sourcing India. MIHS Is Where It Happens.

As post-war supply chain realignments accelerate, India has emerged as the world's most compelling manufacturing alternative. For global buyers, the question is no longer whether to source from India — it is how to find the right partners, fast.

Analysis

From Workshop to Powerhouse

The geopolitical disruptions of the past three years — conflict in Eastern Europe, prolonged instability in key manufacturing corridors, and the accelerating US-China trade decoupling — have fundamentally redrawn global sourcing maps. India has been the principal beneficiary.

Indian manufacturers of houseware, kitchenware, home décor, and gifting products have invested heavily in quality infrastructure, design capability, and export compliance. The result: a manufacturing ecosystem competitive not just on price, but on craftsmanship and consistency.

“INDIA IS NO LONGER THE LAST RESORT. IT IS THE FIRST CALL.” — INTERNATIONAL PROCUREMENT DIRECTOR, UAE RETAIL GROUP

Countries including UAE, UK, USA, Bangladesh, Nepal, Taiwan, and Hong Kong are now active sourcing destinations, evidenced by MIHS trade data showing verified buyer registrations from each of these markets.

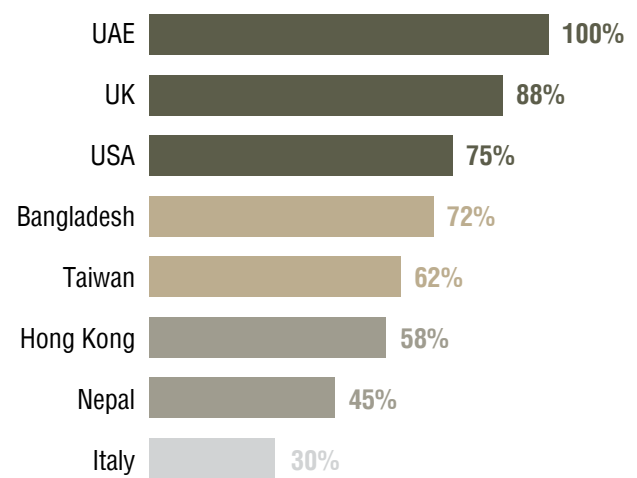
MIHS Perspective

Why MIHS Is the Gateway

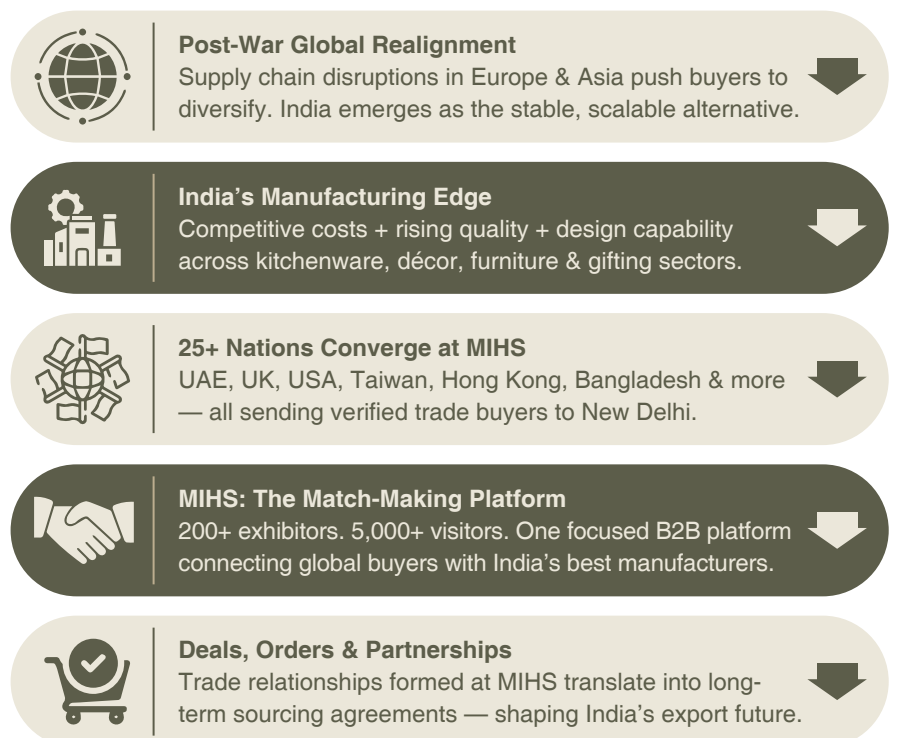
For an international buyer, attending MIHS is the single most efficient way to access India's houseware manufacturing ecosystem. In three focused days at Bharat Mandapam, a buyer can meet 200+ exhibitors, negotiate real trade terms, inspect samples, and build supplier relationships that would otherwise require months of factory visits across multiple Indian states.

For Indian manufacturers, MIHS provides unmediated access to the international buying community — without the cost and complexity of exhibiting abroad. Being at MIHS in July 2026 is not merely attending a trade show. It is placing yourself at the intersection of India's manufacturing surge and the world's sourcing imperative.

TOP VISITOR SOURCE COUNTRIES



India's Sourcing Ascent: The MIHS Pipeline



\$2.1T
India Exports 2025

38%
HOUSEWARE EXPORT GROWTH

3 Days
TO 200+ SUPPLIERS

Exhibitor & Visitor Value

What You Gain by Being at MIHS 2026

Three days. One platform. Transformative outcomes — whether you are a brand, manufacturer, retailer, distributor, or international buyer.



DIRECT BUYER ACCESS

Meet 5,000+ verified trade professionals — retail chains, distributors, HoReCa groups, and institutional buyers — face-to-face, in one place.

FOR EXHIBITORS



INTERNATIONAL REACH

Connect with buyers from 25+ countries including UAE, UK, USA, and Southeast Asia — without the cost of exhibiting abroad.

FOR EXPORTERS



CURATED SOURCING

200+ manufacturers across kitchenware, décor, furniture, and gifting — all in one focused, B2B-only environment. No noise. Pure signal.

FOR BUYERS



PRODUCT LAUNCHES

Introduce new lines, collections, and brand concepts directly to your target audience. MIHS is where the market makes its first impressions.

FOR BRANDS



POLITICAL VISIBILITY

Inaugurated by MP Manoj Tiwari, MIHS 2026 signals that the industry is seen at the highest levels — adding unmatched credibility to every exhibitor.

FOR ALL PARTICIPANTS



TREND INTELLIGENCE

Discover what's shaping the market next — colours, finishes, materials — before they hit the mainstream. Stay ahead, not behind.

FOR RETAILERS & DESIGNERS



DISTRIBUTOR NETWORKS

Expand or build your distribution footprint across Indian cities. MIHS concentrates the nation's distribution community in one room.

FOR MANUFACTURERS



OEM & PRIVATE LABEL

Connect with qualified manufacturers for OEM contracts, private-label production, and co-development partnerships with competitive Indian pricing.

FOR INTERNATIONAL BUYERS



FIRST-MOVER ADVANTAGE

Early participants shape the platform. Those who join first become the ones who define MIHS's future — and India's houseware narrative.

FOR EVERYONE

200+
EXHIBITORS

5,000+
TRADE VISITORS

25+
NATIONS

3
POWER-PACKED DAYS

1
PLATFORM

Voices of MIHS 2026

Luminaries

Who Believe in This Platform

As post-war supply chain realignments accelerate, India has emerged as the world's most compelling manufacturing alternative. For global buyers, the question is no longer whether to source from India — it is how to find the right partners, fast.

MANOJ TIWARI

Member of Parliament · North East Delhi · Inaugurating MIHS 2026

“WHEN A SITTING MEMBER OF PARLIAMENT WALKS THROUGH THE DOORS OF A TRADE EXHIBITION TO FORMALLY OPEN IT, THE MESSAGE TO EVERY STAKEHOLDER IN THE ROOM IS UNAMBIGUOUS — THIS INDUSTRY IS SEEN, VALUED, AND HAS A SEAT AT THE TABLE.”

A two-term Member of Parliament representing North East Delhi and former President of the Delhi BJP, Manoj Tiwari is deeply connected to Delhi's trader and business communities. Throughout his political career, he has consistently championed the cause of small and medium enterprises across the capital.

His decision to inaugurate MIHS 2026 marks the first time the show opens under the presence of a sitting Delhi MP — a moment that carries weight well beyond the ceremonial. For brands and manufacturers at the show, this inauguration is a positioning statement that retail chains, institutional buyers, and HoReCa procurement heads will read clearly. Presence at an event inaugurated by a parliamentarian carries a layer of credibility no marketing spend can replicate.

His deep-rooted relationship with Delhi's trading communities — from Chandni Chowk's wholesale corridors to the city's expanding modern retail belts — makes him not just a symbolic presence, but a genuinely connected one. When the political establishment acknowledges an industry, the industry's conversations with policymakers change fundamentally. MIHS 2026 opens that door.

Inauguration · July 24, 2026

ANUPAM MITTAL

Entrepreneur · Investor · Founder, Shaadi.com · MIHS Endorser

“THE INDUSTRIES THAT GROW THE FASTEST ARE THE ONES WHERE PEOPLE COME TOGETHER — MANUFACTURERS, RETAILERS, DESIGNERS, INNOVATORS, DISTRIBUTORS. WHEN THEY MEET, TALK, AND EXCHANGE IDEAS, THE ENTIRE ECOSYSTEM MOVES FORWARD.”

One of India's most respected entrepreneurs and angel investors, Anupam Mittal is the founder of Shaadi.com and a familiar face on Shark Tank India. His endorsement of MIHS 2026 signals his conviction that the home and houseware sector stands at a critical inflection point.

Anupam sees in MIHS what he has always championed in Indian business — a curated space where the right people find the right partners. “What I really appreciate is the thoughtful curation behind MIHS,” he notes. “The focus is clear: create a space where businesses meet the right partners and where products find the right markets.”

His message to industry participants is direct: “The first edition of any show always has a special excitement. The people who participate early often become the ones who shape the platform's future.” For anyone in home, houseware, décor, furniture, or gifting — MIHS, in Anupam Mittal's view, is not optional. It is essential.

Official Endorser · MIHS 2026

SPOTS FILLING FAST — ACT NOW

Don't Miss India's Biggest Houseware Show of 2026

July 24–26 · Bharat Mandapam, Pragati Maidan, New Delhi
Exhibitor stalls are booking rapidly. Visitor registration is free for verified trade professionals.

July 24: Show Opens | 10am – 6pm: Show Timings | Hall 1: Bharat Mandapam | Free: Visitor Entry | mihs.co.in: Register Now

BOOK YOUR STALL

mihs.co.in/exhibitor-registration/

REGISTER AS VISITOR

mihs.co.in/visitor-registration/