



@ Home World Expo  
**FUTURE LIVING**

25-26-27  
NOV. 2021

Bombay  
Exhibition  
Center,  
**Mumbai**, India



[www.athomeworldexpo.com](http://www.athomeworldexpo.com)

# About the Show

India's economic growth and rising household incomes, fuelled by a positive demographic are expected to transform India into the world's third largest consumer economy as its consumption may triple to US\$ 4 trillion by 2025.

Understanding this transformation, @Home World Expo showcases top quality global manufacturers representing a wide spectrum of home related categories which includes Houseware, Kitchenware, Tableware & Glassware, Home Décor, Handicrafts, Decorative Lighting, etc., to name a few.

India's huge Home Market is growing at 20% per annum and @Home World Expo is the platform to help identify potential business partners, showcase new & unique innovations for the relevant market, interact and network with bulk buyers, discover new selling opportunities and enhance brand image within the industry and Indian market.

@Home World Expo - Future Living will transform India into a vibrant Home Market bringing India's top importers, chain stores, hyper markets, trading houses, e-retailers, agents and distributors onto this professional B2B platform.

In essence, @Home World Expo - Future Living is the key to unlocking the vast Indian market.



## Exhibitor Feedback

### Nehal Ganatra, Bhalaria Metals, India

"This is the second year we are participating @Home and I would say that the experience has been better this year. We had quality and genuinely interested buyers coming here."



### Chetan Choudhary, Tilo Pvt. Ltd. India

"I am thankful to Worldex for giving us an opportunity to display our goods over here @Home. It was a good first time experience. Meetings with architects and interior designers were fruitful."



### Ranille Ferdinando, Romano Enterprises, Sri Lanka

"I want to thank the organisers for this show, it was truly a good show. I would also like to attend all future exhibitions organized by you."



### Shirin Dutta, Ask Handicrafts, Bangladesh

"We found retailers interested in our products. The serious buyer and visitor footfall was good at our booth."



### Kwon, Madambee, Korea

"@Home was a fine platform for our entry into the Indian market. After meeting potential buyers, we are now looking forward to Make In India."



# Why INDIA

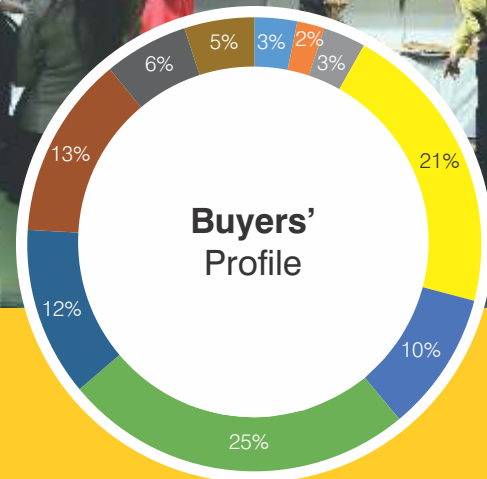
- | India is expected to be **one of the top three economic powers** over the next 10-15 years
- | **Urbanisation** - Currently **there are over 60 urban agglomerations in India with a population of 1 million** or more against 35 in 2001.
- | **Consumerism** - Rising income levels are projecting **India to be the world's third largest consumer economy** as its consumption may triple to US\$ 4 trillion by 2025.
- | **Real Estate** - Real estate sector in **India is expected to reach a market size of US \$1 trillion by 2030** from US\$ 120 billion in 2017.
- | **Hospitality & Tourism** - The Tourism industry is growing fast and its direct contribution to **GDP is expected to grow from US \$98 billion in 2018 to US \$194.69 billion in 2028.**
- | **Retail & E-Commerce** - India's retail industry is expected to reach US \$1.1 trillion in 2020-21 from US \$ 950 billion in 2018 growing at 13% CAGR. **Online buyers to increase to 350 million by 2025 from existing 90 million.** Digital spending projected to increase to US \$550 billion & account for 35% of all retail sales by 2025.
- | **India's US \$ 2.7 trillion economy continues to be one of the fastest growing major economies** in the world (IMF).
- | With the **youngest working population in the world, India's consumption story will be huge in the next 20 years**, driven by its 440 million millennials and 390 million Gen Z.
- | **Online buyers to be 350 million by 2025 from existing 90 million**, with digital spending projected to increase to US \$ 550 bn & account for 35% of all retail sales by 2025.
- | India has **jumped 79 positions to rank 63rd in 2019, in the 'World Bank's Ease of Doing Business Ranking 2020'.**



# Buyers Report



- Architects & Interior Designers
- Brand Owners
- Buying Agents & Trading Houses
- Corporate Sourcing Head
- Dealers
- Distributor
- E-tailers
- Exporters
- Franchisers
- Importer
- Large Format Retailers
- Retailers
- SME's & MSME's
- Suppliers
- Wholesalers



- President
- Vice President
- Founder
- CEO
- Director
- General Manager
- Manager - Purchase
- Chief Operating Officer
- Manager- Procurement
- Proprietor



## Buyer Feedback

**Ria Nagori, Asst. Buyer, Shoppers Stop**  
 "Good show. Looking forward to replies from the many exhibitors we have already connected with."

**Vibhuti Verma, Designer – Home Fashion, Future Retail**

"At Home Expo, we look forward to meet more international exhibitors with new technologies and home products."

**Ritesh Shah, Partner, Red Lightings**

"Wonderful Experience with one-on-one meetings, and special cell. Looking forward to more innovative ideas."

## Buyers Across Globe



### Buyers From 20 International Countries / Regions

Bangladesh	Hong Kong	Myanmar	Singapore	Taiwan	UAE	
China	Japan	Nepal	South Africa	Thailand	UK	Vietnam
Germany	Malaysia	Poland	Sri Lanka	Turkey	USA	West Indies



Andhra Pradesh	Assam	Bihar	Chhattisgarh	Goa	Gujarat
Haryana	Jharkhand	<b>Buyers From 22 Indian States</b>		Karnataka	Kerala
Madhya Pradesh	Maharashtra	Nagaland	New Delhi	Odisha	Punjab
Rajasthan	Sikkim	Tamil Nadu	Telangana	Uttar Pradesh	West Bengal

## Top Brands Visited





## | Décor @Home

Contemporary Handicrafts  
Decorative Handicrafts  
Silverware and Brassware  
Ceramicware and Porcelain  
Stoneware and Pottery  
Antique and Vintage Collection  
Paintings, Sculptures and Murals  
Frames  
Landscape/Mirrors/Photos  
Decorative Clocks and Timepieces  
Idols and Figurines  
Carpets, Durries, Rugs and Mats  
Blinds, Shades and Shutters  
Garden and Balcony Accessories  
Artificial Flowers and Plants

Candles and Candle Holders  
Vase and Vase Fillers  
Barbeque Accessories  
Fireplace Accessories  
Posters  
Decorative Stickers  
Decorative Bowls & Trays  
Keyholders  
Trinkets  
Jewellery Boxes  
Door Knockers and Bells  
Feng Shui Products  
Festive Decorations  
Animal Figurines

## | Tableware & Glassware @Home

Silverware  
Silver/Gold Plated Tableware  
Ceramicware  
Porcelain Tableware  
Flatware and Metalware  
Buffet Equipments  
Disposable Tableware  
Decorative & Functional Glassware  
Table Decorations and Accessories  
Bar Accessories  
Plastic and Metal Cutlery  
Table Service Equipments  
Table Linen  
Functional Glassware  
Crystal Glassware  
Glass Cutlery  
Plasticware

## Exhibitor's Profile



## | Wellness @Home

Aromatic and Fragrance Products  
Massage Products and Equipment  
Incense Sticks, Holders and Burners  
Therapeutic Products  
Potpourri and Potpourri Holders  
Essential Oils and Bath Products  
Spa Products and Equipment



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## | Kitchenware @Home

Pressure Cookers  
Steamers  
Stainless Steel Skillets  
Cast Iron Skillets  
Pots and Pans  
Grill and Baking Sheet Pans  
Bakeware  
Knives and Slicers  
Chopping Boards  
Graters and Peelers  
Colanders and Strainers  
Spatula and Stirring Spoons  
Trivets, Tongs and Clippers  
Measuring Cups and Spoons  
Trash Bins

Kitchen Linens  
Kitchen Scales  
Kitchen Organisers  
Bath Rugs and Mats  
Bathroom Canisters  
Bathroom Shelves  
Bathroom Trays  
Bathroom Storage Cabinets  
Shower Curtains and Rods  
Bathroom Stools  
Bathroom Mirrors  
Cleaning Supplies  
Food Storage Containers  
Bathroom Cosmetic Organisers



## | Decorative Furniture @Home

Living Room Furniture  
Dining Room Furniture  
Bedroom Furniture  
Outdoor Furniture  
Bar Furniture  
Wrought Iron Furniture  
Antique and Vintage Furniture

Wicker/Cane/Bamboo Furniture  
Recliners/Bean Bags  
Ottomans and Pouffes  
Screens and Dividers/ Shelves and Cabinets  
Accent Tables and Chairs  
Shoes and Magazine Racks  
Handcraft Furniture



## | Decorative Lighting @Home
















Designer Lights  
Lamps & Luminaries  
Indoor Lighting  
Outdoor Lighting  
Fluorescent & Neon Lighting  
Energy Saving Lamps  
HID Incandescent Lamps  
Avenue of Chandeliers  
Smart Lighting & Solutions  
Lighting Accessories



@ Home World Expo



## Visitors' Profile

-  | Architects & Interior Designers
-  | HORECA (Hotel/Restaurant/Café)
-  | Retailers
-  | Large Format Retailers
-  | E-tailers
-  | Government Procurement Agencies
-  | Retail Chain Aggregators
-  | Buying & Trading Houses
-  | Distributors & Dealers
-  | Wholesalers & Agents
-  | Corporate Sourcing Heads
-  | Brand Owners
-  | SMEs and MSMEs
-  | Importers
-  | Entrepreneurs



## Focus Countries / Regions

- ▶ China
- ▶ Hong Kong
- ▶ Bangladesh
- ▶ Sri Lanka
- ▶ India
- ▶ Thailand
- ▶ Turkey
- ▶ Korea
- ▶ Indonesia
- ▶ Philippines
- ▶ Malaysia
- ▶ Vietnam
- ▶ Japan
- ▶ Italy



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