MIHS INDIA 2026
Marccellus International Houseware show
Bharat Mandapam, Pragati Maidan, New Delhi

Associate Partner
Max Fresh

POST-SHOW REPORT

A market that showed up

MIHS Delhi makes its debut

HOUSEWARE | KITCHENWARE | HOME FURNITURE | HOME DÉCOR | GIFTS

The debut edition of MIHS Delhi opened its doors from July 24 to 26, 2026 at Hall No. 1, Bharat Mandapam, Pragati Maidan, New Delhi, and closed on a note the home products industry has been waiting for. As a first-time show entering an already crowded exhibition calendar, MIHS set out to prove that a sharply curated, category-focused platform could do more for houseware, kitchenware, home furniture, home décor and gifting than a large, generalist trade fair ever could. Associate Partner by MaxFresh, the debut edition delivered exactly that: a business-first floor, a curated brand mix, and a buyer base that returned home with real leads rather than just visiting cards.



India's home products story is only getting bigger, and MIHS chose its moment well. With the global home and household goods market valued at over USD 1 trillion and Asia-Pacific driving the fastest growth within it, India's own houseware and home furnishings sector is projected to cross USD 25 billion by 2027, powered by rising disposable incomes, rapid urbanisation and a fast-growing appetite for quality, design-led homeware. MIHS was built to sit at the centre of that momentum, connecting manufacturers, exporters, importers, retailers, private label brands, distributors and buying houses in one focused, business-driven environment.



> It was a fantastic opportunity to meet new vendors, explore innovative products, and build valuable business connections. The event was well-organised, and I'm looking forward to attending again next year.
>
> Kalluri Bharat Adarsh, Associate Category Manager, Vishal Mega Mart

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India: The next home products sourcing hub

MARKET TRENDS

GLOBAL SOURCING

FIRST-TIME ADVANTAGE

For decades, global home products buyers have built their sourcing calendars around a handful of established international houseware weeks. MIHS Delhi's debut edition made a simple, well-timed case for adding an Indian stop to that calendar. As disposable incomes rise and Indian homes upgrade from purely functional purchases to design-led, branded products, the same manufacturing base that has long supplied kitchenware, cookware, furniture and décor for export is now producing for a fast-maturing domestic market too — giving international buyers a rare combination of manufacturing depth, price competitiveness and design sophistication under one roof.

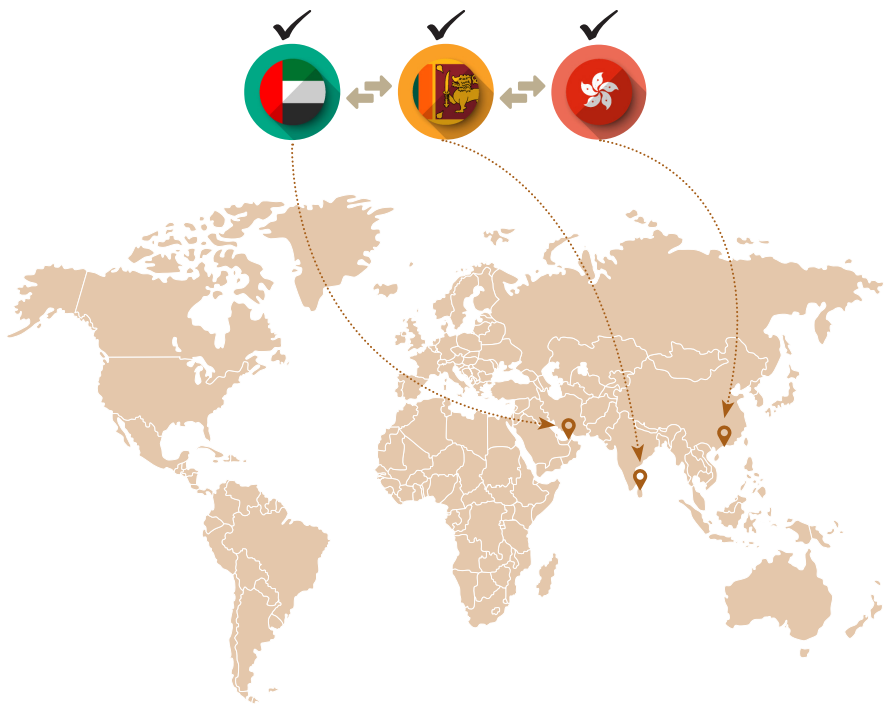
A debut edition, not a debut market

What made MIHS Delhi distinctive was the gap between the show's age and the market's readiness. This was a first-time show, but it opened onto a market that has been quietly scaling for years. Retail buyers arrived already fluent in category trends, and manufacturers arrived with export-grade product lines built for markets far beyond India. That first-time advantage worked in the show's favour: a clean, uncluttered floor, direct access to founders and category heads rather than layers of sales staff, and a buyer-to-exhibitor ratio that let serious conversations happen without the noise of a larger, more generalist fair.

Buyers came from further than expected

A debut edition rarely draws international footfall on its own merit, yet MIHS Delhi did. Trade visitors including representatives from Advina Electronics, Dubai, Gaurav Vachani from Hong Kong, and Mr. Mohammed Ejaz from Sri Lanka made the trip specifically to scout the Indian houseware and kitchenware supply base, an early signal that overseas buyers are already viewing India as a credible, organised sourcing destination and not simply a low-cost alternative.

International trade visitors confirmed at the debut edition



What retailers are sourcing for

- Premiumisation across categories, as Indian retail shifts from purely price-led purchases to branded, better-designed cookware, kitchenware, furniture and décor.
- Modern kitchen upgrades, with rising demand for functional, space-efficient cookware and kitchen appliances suited to smaller urban homes.
- Design-forward gifting and décor, as corporate and festive gifting both move toward curated, better-finished products.
- Reliable, export-ready manufacturing, giving international importers a single, organised platform to evaluate Indian capacity without travelling factory to factory.

Kitchenware, cookware & houseware

KITCHENWARE | COOKWARE | TABLEWARE | STORAGE | KITCHEN APPLIANCES

MaxFresh anchored the category as MIHS Delhi's Associate Partner, setting the tone for a floor built around functional design, durability and everyday usability. Their presence, alongside a wide mix of cookware and kitchenware brands, gave retailers a genuine cross-section of what Indian kitchen and houseware manufacturing can deliver at scale.

The category floor brought together a broad spread of cookware, kitchenware, tableware, storage and kitchen appliance brands, offering buyers a single, organised view of a segment that is usually scattered across dozens of smaller supplier visits. Retail category managers from national chains moved through the hall comparing finish, functionality and price points across brands side by side, exactly the kind of efficient sourcing exercise a curated show is meant to enable.

Exhibitors on the floor

- **MaxFresh** — Associate Partner sponsor, cookware and kitchen essentials
- **TTK Prestige** — Cookware & Appliances
- **UBON HOME** — Appliances
- **Orange & Mustard** — Cookware
- **India Gold** — Houseware and Cookware
- **IndiChef** — Cookware
- **TNT Global** — Kitchenware, cookware and general houseware
- **Bronzerr** — Copper & Brassware

For retail buyers such as those from Vishal Mega Mart, the appeal was practical rather than aspirational. A clean, well-organised arrangement made it possible to evaluate an extensive range of products methodically, category by category, without the fatigue of navigating a sprawling, multi-industry exhibition floor.

Cookware and kitchenware displays









> The clean, well-organised arrangement made it easy to evaluate the extensive range of solutions. Overall arrangements were good and facilities provided were awesome.
>
> Santhosh Kumar, Senior Category Manager, Vishal Mega Mart

Home furniture, home décor & gifts

HOME FURNITURE | HOME DÉCOR | GIFTING | INSTITUTIONAL BUYING

Alongside kitchenware and houseware, MIHS Delhi gave home furniture, home décor and gifting brands a dedicated, business-ready platform of their own. This is a category that has historically depended on relationship-led, city-by-city sourcing trips, and a curated national platform offers a faster, more comparable route to the same discovery process for retailers, distributors and corporate buyers.

Retail buyers scouting for home décor, furniture and gifting product lines used the floor to shortlist new vendors ahead of the festive and wedding-season retail cycle, a period when demand for décor, furnishing accents and curated gift ranges consistently peaks across Indian retail. Institutional and corporate gift buyers found particular value in a segment that is otherwise fragmented across small, hard-to-discover manufacturers.



A platform built for discovery

Distributors and wholesalers used the show to expand their vendor base for the season ahead, treating MIHS less as a one-off event and more as a working sourcing trip. That intent came through clearly in feedback from buyers who came specifically to build their contact base rather than simply to browse.



> It was a well-organised exhibition. I found several useful business contacts and look forward to visiting again.
>
> Anukriti, Senior Manager – Commercial, Lots Of Wholesale

Reach beyond Delhi

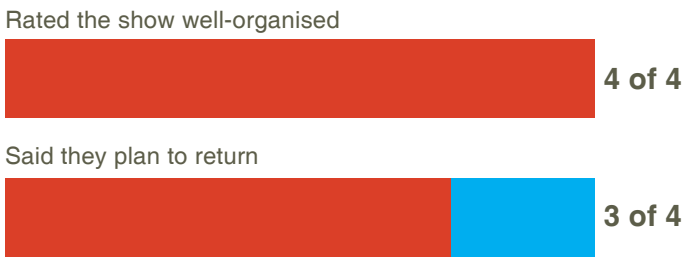
Buyers travelled in from outside the National Capital Region specifically for the show, a sign that MIHS Delhi's debut edition is already being treated as a destination event rather than a purely local one. Retail leaders from home and lifestyle chains based in Mumbai made the trip, underscoring the pull of a category-focused, business-first format even in its first year.

Buyer voices from the floor

RETAILERS | DISTRIBUTORS | CATEGORY BUYERS | TRADE VISITORS

Across categories, the feedback from MIHS Delhi's first edition pointed to the same three things: an organised floor, a courteous, professional show experience, and enough quality vendors to make the trip worthwhile. For a debut edition, that combination is exactly what earns a show its second, third and tenth edition.

Buyer feedback, from testimonials collected at MIHS Delhi 2026



Based on the 4 buyer testimonials collected post-show

> I had a great experience at the MIHS exhibition. It was a fantastic opportunity to meet new vendors, explore innovative products, and build valuable business connections.
>
> Kalluri Bharat Adarsh, Associate Category Manager, Vishal Mega Mart

> It was a good experience altogether, visiting the MIHS event at Delhi. Their courteous approach and warm reception have greatly benefited our business, and we certainly look forward to participating in their future events again.
>
> Ayantika Shah, Senior Bdm, Home Town Mumbai

An international floor from day one

MIHS Delhi's debut edition also drew trade visitors from well outside India, a strong early signal for a first-year show. Buyers travelled in specifically to assess Indian houseware and kitchenware manufacturing, treating the show as a genuine sourcing stop rather than an incidental visit.

- Advina Electronics, Dubai
- Gaurav Vachani, Hong Kong
- Mr. Mohammed Ejaz, Sri Lanka

For a show in its first edition, international footfall of this kind is not a given. It reflects both the strength of India's underlying manufacturing base and the credibility MIHS built quickly among trade visitors and buying houses in South Asia, the Middle East and East Asia.

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A sourcing hub in the making

OUTLOOK

NEXT EDITION

GET INVOLVED

MIHS Delhi's first edition did what debut shows rarely manage: it delivered. A focused category mix, an organised floor, a genuinely international buyer base and a Associate Partner in MaxFresh that reinforced the show's credibility from day one, all came together to validate the idea that a specialist, business-first platform has real room to grow inside India's home products calendar.

With India's houseware and home furnishings sector projected to cross USD 25 billion by 2027, and with Asia-Pacific driving the fastest growth in a global home and household goods market already worth over USD 1 trillion, the opportunity in front of MIHS is only getting larger. Retailers, distributors, importers and institutional buyers now have a single, curated platform to return to each year, and international buyers have an increasingly credible reason to make India their next sourcing stop.

What the debut edition proved

- A curated, category-focused format works, even against larger, more established trade shows.
- Retail buyers value an organised floor over sheer scale, and said so directly in their feedback.
- International sourcing interest exists from year one, well ahead of what most debut shows achieve.
- MIHS has the foundation to grow into India's benchmark platform for houseware, kitchenware, home furniture, home décor and gifting.

Looking ahead

MIHS returns to build on this debut with future editions designed to expand the exhibitor base, deepen category depth, and build further on the international buyer interest this first edition already attracted. For brands and manufacturers considering their exhibition calendar, and for retailers and importers building their sourcing plans, MIHS is now a platform worth watching closely.

