

BRINGS SLEEP CLOSER TO THE CONSUMER

**WORLD
OF
SLEEP™**

Rest, assured.

1st Edition: Sep 26-28, 2025
Hitex, Hyderabad

2nd Edition: Mar 27-29, 2026
Bombay Exhibition Center, Mumbai

SLEEP AND WELLNESS

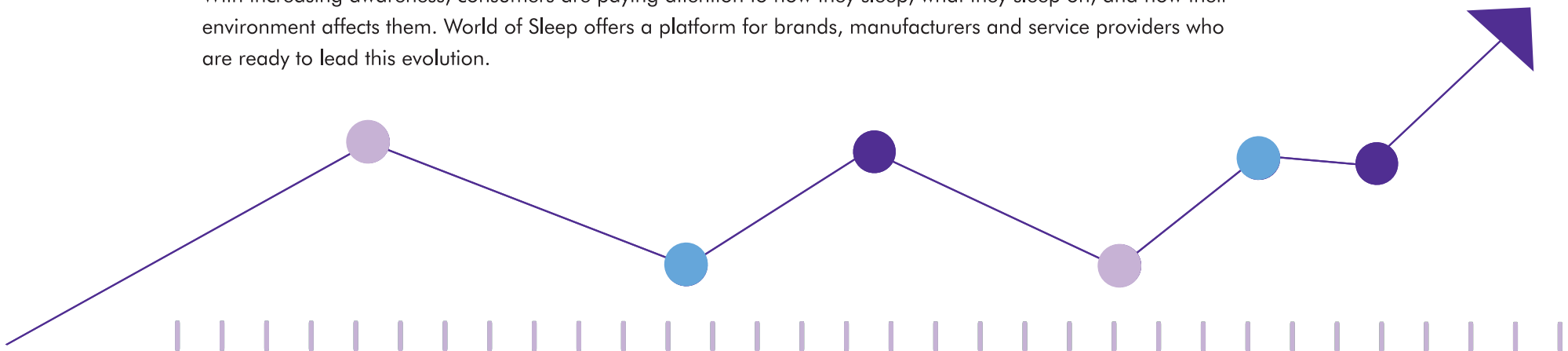
The world's wellness community is waking up to the benefits of sleep. Sleep is now front and centre in the global wellness conversation. Research shows that poor sleep is linked to chronic illnesses, weakened immunity, reduced productivity, and difficulty in processing information.

It's no surprise that sleep has become one of the fastest-growing verticals in the wellness economy. Sleep science links quality sleep to better memory, stronger immunity, improved mental health and a happier life. Brands and manufacturers like you can now tap into a market that's clearly on the rise.

We spend nearly one-third of our lives sleeping, yet most consumers don't invest even a fraction of their earnings in improving their sleep quality. World of Sleep is here to change that; to build awareness, shift mindsets, and help consumers prioritise healthy sleep like never before.

Amongst various elements of healthy sleep, the mattress market alone in India was worth US\$ 2.11 billion in 2024, which is expected to reach US\$ 3.48 billion by the year 2030, growing at a CAGR of 8.54%. Bed sheets and comforters are showing even faster growth at a CAGR of 12%. Similarly, the air-conditioner market continues to grow at a CAGR of 15-18% and is likely to reach US\$ 11.9 billion by 2027. Medical sleep solutions, wellness, sleepwear, fragrances, air purifiers, music, sleeping gadgets, bedroom interiors and sleep books and other contributors to good and healthy sleep are being increasingly sought by Indian consumers.

With increasing awareness, consumers are paying attention to how they sleep, what they sleep on, and how their environment affects them. World of Sleep offers a platform for brands, manufacturers and service providers who are ready to lead this evolution.





Source: Mordor Intelligence and Grand View Research



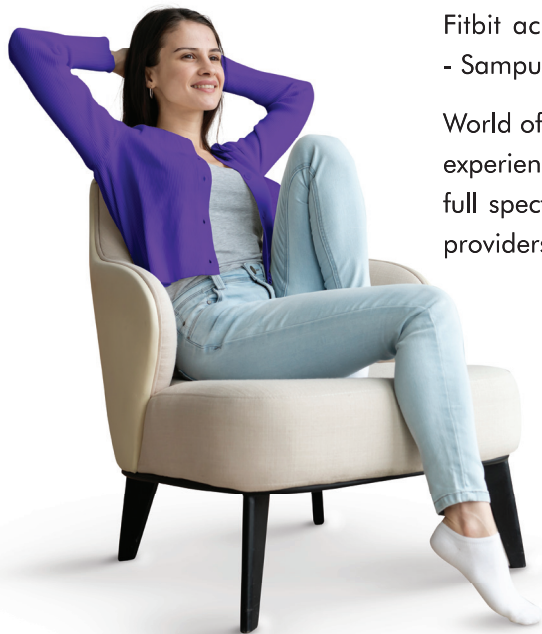
AN IMMERSIVE CONSUMER EXHIBITION FOR THE SLEEP INDUSTRY

World of Sleep is an integrated platform dedicated to the science, technology, and environment of sleep. Every element that is involved in creating one's sleep environment for good rest and comfort finds a spotlight here. This is where wellness meets the future.

We are a sleep-deprived nation. Indians pay scant attention to this crucial act of recharging. There is research that supports this statement.

"61% Indians get less than 6 hours of uninterrupted sleep. According to a 2019 study conducted by US-based Fitbit across 18 countries, Indians are the second-most sleep-deprived globally, second only to Japan."
- Sampurna Panigrahi

World of Sleep reimagines the pursuit of adequate sleep as the next significant cultural shift, a living, breathing experience. The exhibition is designed to showcase products, services, practices, and information to unlock the full spectrum of sleep-related wellness. This is supported by sleep experts, the medical fraternity and service providers to present a comprehensive sleep ecosystem, curated for the future of rest.



PRODUCT CATEGORIES

Sleep Essentials

Products designed to provide physical support and restorative comfort.

-  Mattresses
-  Pillows
-  Bed Sheets
-  Comforters
-  Blankets
-  Bed Sets
-  Sleepwear
-  Quilts









Sleep Technology

Products that personalise rest and wellness.

-  IoT-integrated Mattresses
-  Circadian Lighting
-  Sleep Gadgets
-  Sleeping Pods
-  Sleep Monitoring Tools
-  Health Monitoring Tools
-  Light & Sound Therapy
-  AI-driven Apps

Sleep Furniture

Furniture designed for comfortable sleep.

-  Bedroom Furniture
-  Beds
-  Cots
-  Bunkbeds
-  Sofa-cum Beds
-  Bedroom Seating
-  Recliners
-  Kids Bedroom Furniture













Sleep Environment

Products crafted to optimise sleep.

-  Bedroom Interior Design
-  Air Conditioners
-  Air Purifiers
-  Ambient Lighting
-  Blackout Window Solutions
-  Calming Colour Palettes
-  Interior Accessories
-  Music
-  Aroma Oils & Fragrances
-  Insect Repellents









Health & Wellness

Products and services that address sleep-related conditions.

-  Medical Advice
-  Medical Research on Sleep
-  Sleep Clinics
-  Sleep Studies
-  Sleep Diagnostics
-  Therapeutic Aids
-  Medical Aids
-  Insomnia, Apnea, Snoring, etc.
-  Yoga
-  Spa & Sleep Therapies
-  Food for Better Sleep
-  Wellness Centres

Information & Awareness

Information services on sleep science, mental wellness, and better bedtime habits.

-  Books on Sleep
-  Videos on Sleep
-  Blogs & Podcasts
-  Digital Content
-  Research-based Knowledge
-  Sleep Institutions
-  General Information
-  Reference Materials

EVENT HIGHLIGHTS



Product Showcases & Launches

Showcase your product line and innovations in sleep essentials, sleep environment, sleep furniture, sleep technology, health & wellness and information.



Product Experience

Demonstrate your product features to a focused audience of industry leaders and professionals.



Trend Talks: The Future of Sleep

Join informative talks decoding the next big shifts in sleep, wellness, and sleep design.

VISITOR PROFILE

The exhibition will cater to all consumers across all income groups, who wish to enhance their sleep quality for better health and well-being. All sleep-deprived individuals or those looking for more personalised sleep solutions will be able to customise their own sleep solutions by choosing the appropriate products and services to suit their own body and mind.

At World of Sleep, solutions will also be available for consumers with special needs, like:



Consumers



Adults with sleep disorders



Pregnant women



The elderly



Advice on infant sleep patterns

In addition, visitors from the following professional buying segments will also be present:

- Hospitality Decision-Makers
- Retailers
- E-Commerce Category Heads
- Architects
- Hospitals
- Wellness and Healthcare Professionals
- Educational Bodies
- Interior Designers

INDUSTRY ADVANTAGE

World of Sleep helps brands, manufacturers, retailers, and designers establish a direct consumer connection and offers them a highly focused brand promotion opportunity. It helps exhibitors communicate their brand philosophy, introduce their entire product range, induce product trials and showcase innovations and get consumer feedback on their brand experience. Besides, the industry comes together on a single platform to create awareness amongst consumers towards the importance of well-rested and quality sleep for a healthy lifestyle. From the industry perspective, they can promote their value-added products and services amongst consumers who seek them for better sleep quality.

The exhibition connects brands, manufacturers and service providers with consumers, institutional buyers and architects. With direct access to market research and knowledge of consumer activity, the event can help promote your business in any number of ways. For brands looking for a boost to their bottom line, World of Sleep provides several advantages.

Brand Advantage

- Direct access to consumers
- A platform to launch, test, and build credibility
- Real-time feedback on product experience and relevance
- Long-term brand equity in a high-growth category
- Spot Retail Sales

OPPORTUNITIES

Target reach

Direct Reach: Eventually, we aim to reach one million consumers across India, with World of Sleep in a projected 10 cities.

Indirect Reach: The platform will aim to reach an additional 20-25 million consumers across India through mass media advertising and PR activities.

Gain Your Advantage

Branding That Builds Recall

Gain visibility through pre-event promotions—on our website, newsletters, and curated buyer invites. On-ground branding opportunities ensure your presence is felt throughout the venue.

Meaningful Connections

Join exclusive networking sessions, buyer meets, seminars, and press interactions; each tailored to spark business conversations that matter.

Seamless Support

From travel and hotel assistance to retail tours and meeting setups, we handle the details so you can focus on growth.



ORGANISER

World of Sleep is organised by Texzone Information Services Pvt. Ltd., the organisers of HGH India, India's well-established trade show for home textiles, home décor, home furniture, houseware & gifts. Besides, Texzone also has domain expertise in textiles, fashion, home and lifestyle segments, where it offers specialised services in areas of marketing, retailing, advertising, market development, and trend forecasting. Texzone also has business interests in B2B Publishing, Trade Shows, Conferences, Communications and Business Promotion Services.

The company has its offices in Mumbai, Delhi, Bengaluru and Dusseldorf, Germany.

The World of Sleep exhibition is supported by the Indian Sleep Products Federation.

Organised by:

TEXZONE

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To know more, visit:

