

HOUSEHOLD EXPO

INTERNATIONAL
SPECIALIZED **EXHIBITIONS**

MARCH 27–29, 2024
EXPOCENTRE, MOSCOW

HOUSEHOLD EXPO | HOUSETECH EXPO | ZOO EXPOPLACE | STYLISH HOME | OUTDOOR DACHA
CHRISTMASBOX. ПОДАРКИ | ИГРУШКА МАРКЕТ | CHEMICOS | BEAUTYCHEMICOS | CHEMICOS INDUSTRY

POST SHOW RELEASE

From March 27 to March 29, 2024, Moscow hosted the International Industrial Exhibitions of non-food products **HouseHold Expo-2024**. The main exhibitions in Russia for wholesale purchases of new goods and product lines for retail chains, marketplaces and retail stores. During the three days, over 16,600 industry specialists visited exhibitions and their business events and got acquainted with 250,000+ SKUs at the stands of the participants.

The exhibitions are organized by **MOKKA Expo Group LLC, Mayer Group** – UFI member and the Russian Union of Industrialists and Entrepreneurs (RSPP) with the official support of the Ministry of Industry and Trade of Russia

[Expoplex](#), a new exhibition format of HouseHold Expo, which this spring included International expositions in Pavilions 2, 3, 7.3 and 8 of the **Expocenter fairground on Krasnaya Presnya**:

- Exhibition of tableware and houseware **HouseHold Expo Spring-2024**
- Exhibition of home and digital appliances **HouseTech Expo-2024**
- Exhibition of interior items, decor and textiles **Stylish Home. Objects & Tableware-2024**
- Exhibition of goods for garden and cottage **Outdoor Dacha-2024**
- Pets products exhibitions **Zoo ExpoPlace-2024**
- Exhibition of home chemistry **ChemiCos-2024**
- Exhibition of cosmetics and Perfumes, dietary supplements and hygiene products **BeautyChemiCos-2024**
- Exhibition of New Year's goods, gifts, souvenirs and holiday goods **ChristmasBox Podarki-2024**
- Specialized Salon of children's toys and games **«Toy Market-2024»**



The exhibitions **Zoo ExpoPlace-2024** and **HouseTech Expo-2024**, as well as the **Toy Market-2024** industry salon, were held as part of the HouseHold Expo expoplex for the first time.

On an exhibition area of over **23,000 square meters**, more than **850 manufacturers and distributors** presented products from Azerbaijan, Belgium, Bulgaria, Brazil, Hungary, Germany, Greece, India, Indonesia, Spain, Italy, Kazakhstan, China, Pakistan, the Republic of Belarus, Russia, Serbia, Singapore, the USA, Thailand, Turkmenistan, Turkey, Uzbekistan, Uruguay, France, South Korea, Japan and other countries.

Specialists from all regions of Russia got acquainted with the new product offers, as well as buyers from Austria, Azerbaijan, Armenia, Germany, Georgia, Egypt, Israel, India, Iran, Kazakhstan, Kyrgyzstan, China, Latvia, Lithuania, Malaysia, the Republic of Belarus, the Republic of Korea, Saudi Arabia, Serbia, Singapore, Tajikistan, Turkmenistan, Turkey, Uzbekistan.

Among the buyers who visited the exhibitions are the **largest federal and regional chains, marketplaces, wholesalers, DIY and household goods stores, children's goods, perfumes, cosmetics, electronics and pet supplies, pharmacy chains**: Bosco, Cozy Home, DNS, Familia, Fix Price (Best Price), OBI, OFFPRICE, Ozon, Spar, Stockmann, Wildberries, Williams et Oliver, X5 group (Pyaterochka, Perekrestok, Chizhik), XWAY, Avito, ABC of Taste, ABC of technology, Axon, Orange, Auchan, Baucenter, Baby Plus, BABYLAND, Vkusville, Votonia, All instruments.<url>, Galamart, Hyperglobus, GLOBUS, Samson Group of Companies/ Office Store, MOSCOW METRO, Detsky Mir, Dixie, Dobrotsen, Molodaya Gvardiya Book House, Drogeri Soyuz, Eurodom, EUROPHARM, United Europe Holding, Golden Apple, Zoomarket, EKSMO Publishing Group, Ingeokom Distribution Partners, Kaleidoscope, Caravan, Colorlon, COMMANDER, Komus, Krasritale, Lenta, Leonardo (Planet of hobbies), Leroy Merlin, Latoile, M.Video/Eldorado, Magnit (AO Thunder), Maxidom, Maria-Ra, Market-Health, MegaMarket, Metro, Millennial Beauty, Moscow Domodedovo Airport, Nadomarket, OK, JSC «Russian Railways», Online Trade, LLC «AST Publishing House, Open Planet, Depot Office, Perfume Trade, Tableware service Center, Russian Post, Rigla, SCOOTER (Smart Retail), SAMSON PHARMA, SberMarket, TRAFFIC LIGHT (CentrRitailGroup), SDEK, network «For Future use», network «For Future use», Chain of stores «Behemoth», Citylink, Spectorg, Your House (Crocus), TD Hercules, TD GUM, TD Stationery, TD Petrovsky, TD Fair (Kazakhstan), Technopark, TK Spetstorg, Prima Distribution LLP (Kazakhstan), TD Fair LLP (Kazakhstan), Soyuz Trading Company, TS Bayram, TS Kangaroo, Rainbow Smile (Drogeri Retail LLC), Rainbow Smile, Moskovsky Department Store, Holika Retail, Central Bank of Russian Railways Medicine, TSUM, Four paws, Clean solutions, Read-city, Sheremetyevo VIP, Yandex Shop, Yandex Market and others.

During the period of the exhibitions, [special conditions](#) were in effect for buyers at the exhibitors' stands when signing wholesale contracts. And entrepreneurs, retailers and brand holders interested in launching new brands under their own brand name were able to get acquainted with the [proposals for creating](#) a Private Label at the stands of the participating companies HouseHold Expo, ChemiCos & BeautyChemiCos, ChristmasBox.Podarki Market.





NEW PRODUCTS

Visitors were able to get acquainted with thousands of novelties, premieres and new brands not only at the stands of the participants, but also at the thematic sites of industry trends «**Gallery of Novelties**», which were located at the expositions HouseHold Expo, ChemiCos & BeautyChemiCos and ChristmasBox Podarki & Salon «Toy Market». This is an important innovation of 2024, which was positively appreciated by the participants and visitors of the exhibition. The participants of the «Novelty Gallery» had the opportunity to present their premieres to the maximum number of visitors interested in finding a new assortment.



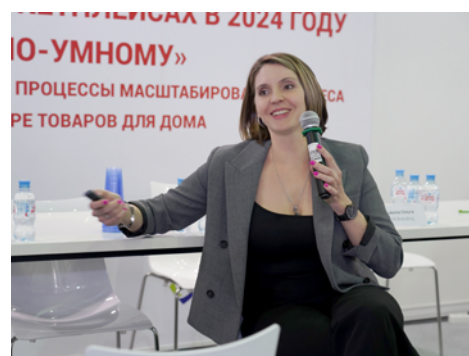
BUSINESS PROGRAM OF EXHIBITIONS

As part of the Business Program of exhibitions for owners and top managers of manufacturers and retailers, for the first time, the All-Russian Forum of professionals of the non-food retail market **NON-FOOD-SKU FORUM-2024** was held at the HouseHold Expo site. The speakers of the Forum were representatives of companies: Romir, Russian Export Center, RASP, Strategy4business, Sberbank, BIG TIME RETAIL, Megamarket, Moneyplace, Ashmanov and Partners, Yandex Market, Ozone, TM Home, Dulevsky Porcelain Factory, Modulbank, Unit Consulting, ABKR, A.STUDIO AST Financial Consultants, Asia Import, Sino Services, Bellerage, Shuttle Logistics, Neotek Group and others.



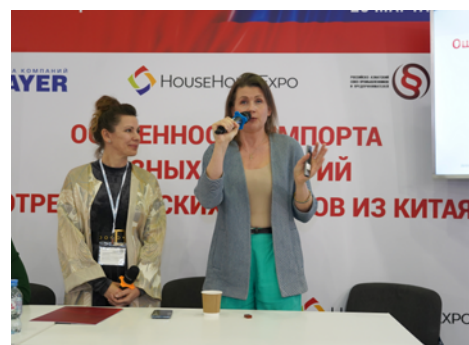
The program of the Forum was designed for two days:

On **March 27**, retail turned out to be the focus of the discussion: new formats and opportunities of the retail market in conditions of uncertainty, building effective sales channels, trends in the development of the consumer market, separately, within the framework of the forum, special attention was paid to the market of manufacturers of pet supplies and household appliances.



On **March 28**, The Forum continued its work in the format of two conferences.

- The conference «**Business on marketplaces in 2024 in a smart way. How to automate the processes of scaling a business in the field of household goods**» was devoted to the topic of effective business strategies on marketplaces.
- The second topic was the import of various categories of consumer goods from China and its features. These issues were covered in detail at the conference «**Peculiarities of importing different categories of consumer goods from China**».





At the same time as the All-Russian Forum of professionals of the non-food retail market **NON-FOOD-SKU FORUM-2024**, a number of other events were held at the Expoplex sites:

- On **March 27**, within the framework of the International Exhibition of Digital and Household Appliances HouseTech Expo- 2024, the Association of Trading Companies and Manufacturers of Household and Computer Equipment RATEK and GC Mayer held a round table on the topic **«The market of electronics and household appliances in the context of state regulation»**. The program focused on the main legislative innovations affecting our market, the main trends and risks of 2024, as well as industry proposals.
- As part of the business program of the International Exhibition ChemiCos-2024, the 5th International Industrial Forum **«Growth Resources. Chemistry for life: Government and Business»**, **March 28** – International industry Conference on the development and promotion of cosmetics, perfumes, professional and household chemicals «From idea to product realization».
- As part of the business program of the Toy Market Industry Salon and the ChristmasBox Podarki-2024 exhibition, the All-Russian Forum **«Toy Supplier to Retail Chains and Wholesale Companies»** and business meetings were held at the TM –**TOY Network Procurement Center**.

INFORMATION PARTNERS:



THE FOLLOWING EVENTS OF THE HOUSEHOLD EXPO EXPOPLEX WILL BE HELD:

2–4 September 2024, Moscow, Expocentre Fairgrounds – HouseHold Expo and Stylish Home. Objects & Tableware-2024.

March 26–28, 2025, Moscow, Expocentre Fairgrounds – HouseHold Expo, HouseTech Expo, Stylish Home. Objects & Tableware, Zoo ExpoPlace, Outdoor Dacha, ChemiCos, BeautyChemiCos, ChristmasBox Podarki and Toy Market.

Contacts:

тел.: +7 (495) 363-50-32/33

www.hhexpo.ru

e-mail: info@hhexpo.ru



Channels HouseHold Expo:

https://vk.com/house_hold_expo

<https://t.me/householdexp>

[Youtube канал](#)