



baby & stroller
CHINA

Shenzhen International Stroller, Mother and
Baby Product Fair

7 – 9.4.2025

Shenzhen World Exhibition &
Convention Center

**Your next step into
a greater future
of baby products**

en.chinababyfair.com



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Guangdong Toy Association

Leading baby product fair in South China

Baby & Stroller China is the largest trade platform of its kind in South China, helping industry players expand into the Chinese baby product market. Following its relocation in 2019 to Shenzhen, the fair provides participants with an even more effective platform for business and information exchange, while facilitating new business opportunities in this fast growing market.



About the co-organisers



Guangdong Toy Association

Established in 1988, Guangdong Toy Association (GDTA) is one of the most reputable organisations for the toy industry in Guangdong province of China. Its members come from a diversity of professions ranging from manufacturers, sales, researchers, and education professionals.



messe frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a portfolio of around 340 trade events in 50 countries and regions, the Group provides high-quality platforms for companies wishing to expand or improve their business in China and around the world.

Why join the fair?

Excellent timing

The fair dates are in the first half of the year, right during China's spring peak sourcing season, with many new product launches.



Rich resources

Possess relevant resources from global consumer goods trade fairs.



New channels

Key opinion leaders (KOLs) including influencers, bloggers, and group-buying leaders from social platforms such as Weibo, Xiaohongshu, and TikTok will host live-streaming and other promotional activities onsite.



Strategic location

Located in Shenzhen, the national pioneering demonstration zone and hub of cross-border e-commerce.



Synergy of concurrent shows

Attracts domestic and foreign traders, as well as buyers from supermarkets, department stores, and chain stores. We also have cross-industry resources from the concurrent toy and licensing fairs.



Business matching

We will provide precise online and offline matching services to help companies obtain business opportunities in advance.

2024 fair review



130,000

sqm gross exhibition space



1,420

exhibitors from
7 countries & regions



2,100+

exhibiting brands

(Figures include Toy & Hobby China and Licensing China)



Product groups



Strollers &
ride-ons



Home living & lifestyle
for babies & kids



Mother & baby
care products



Baby and
children fashion



Baby food &
healthcare products

Highlighted exhibitors



Exhibitors' feedback

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"We participate in the annual trade fair every year, as many cross-border e-commerce companies in Shenzhen will come source for new products, which matches our expectations. We keep returning as we have received good results every year. We provide customised products to our clients, and one of our major customers has very high requirements for product quality, as they sell on Amazon. Many of our products are exported to Europe and the US, so we use environmentally friendly materials in our products to meet with the standards and requirements for those clients."

Ms Qin Yang, General Manager, Foshan BeeKoo Intelligent Technology Co Ltd, China



Always Happy.....



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"I have attended Baby & Stroller China a few times before, the fair attracts a lot of influencers and buyer groups, and the visitor flow is good. On the first day of the show, we had already connected with clients from our targeted countries such as South Korea, the Middle East and many more, and we are very happy about this. Our company is now expanding to both domestic and international markets."

Mr Feng Shi, General Manager, Zhongshan Aifubao Daily Products Co Ltd, China

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Visitor profile



67,295 visitors from 70 countries & regions.

97% of visitors were satisfied with their visit.

92% of visitors played a decisive, collective or consultative role in purchasing decisions.

95% of visitors plan to return in 2025.

(Figures include Toy & Hobby China and Licensing China)

Baby Stroller

Visitors' interests by product groups



Ride-ons

43.14%

Baby strollers & accessories • 11.70%

Balance bikes 8.34%

Scooters 5.63%

Children's bicycles 5.36%

Tricycles 4.13%

Powered ride-ons 4.07%

Car safety seats 3.90%

Fast-moving consumer goods (FMCG)

39.30%

Baby clothing & accessories 9.71%

Children's cutlery 6.08%

Baby skincare and bath products • 5.90%

Baby food 5.66%

Baby feeding products 4.04%

Baby care electronics 3.14%

Diapers 2.49%

Maternity products 2.29%

Baby cribs and beds / bedding • 6.51%

Baby furniture 5.59%

Baby safety gates / floor mats • 3.22%

Health and home safety products • 2.24%



Household goods and furnishings

17.56%

Visitors' business nature



Wholesaler / distributor / agent



Exporter / importer



Retailer / chain store / maternity & baby product store



Manufacturer



E-tailer



Supermarket / department store



Buying office



Educational institution / kindergarten / college



Others

Past buyer highlights

LI & FUNG

AEON



Carrefour

Coppel

IKEA

伊藤洋华堂 Ito Yokado

Morrisons

年糕妈妈 NicoMama

ISETAN

kidswant 孩子王



TESCO

Vanguard* 华润万家

Walmart

Alibaba Group 阿里巴巴集团

amazon

Cdiscount Marketplace

当当网 dangdang.com

ebay

JD.COM

Lazada

Shopee

苏宁易购 suning.com

Tencent 腾讯

Buyer's feedback

"This show is one of the biggest fairs for toys and baby products in China. This comprehensive platform offers a wide product selection from many different sectors. Yesterday, I was sourcing strollers and baby gear, and today, I hope to discover new toys and explore potential OEM opportunities. I have already found some interesting items and established connections with local suppliers, to discuss further after the show."

Mr Harshit Aggarwal, Director, Thrive Ventures, India





Extra brand exposure for your business



Forums and seminars: a collaborative platform for industry players to discuss market trends and exchange ideas.



Promotion events: promote your brand or product at a tailor-made event. Pre-event promotion and logistic support also available.



KOL livestreams: amplify your product exposure beyond the show floor via influencers' livestreams.



VIP tour: introduce your company to a group of targeted and premium buyers.



Promote your business via our network

Overseas media

Database: 170+ countries & regions

Advertisements & press releases: 30+ media

baby&junior

baby & kid store

BabyHobby & Leketoy

CWB:

TOYS 1st Steps

and more...

Chinese media

Database: 30+ regions

Advertisements & press releases: 20+ media

搜狐 SOHU.com

CNS 中国新闻网 CHINA NEWS SERVICE

新华社 XINHUA NEWS

sina 新浪

中国日报 CHINA DAILY

and more...

Direct marketing



SMS broadcasts



Direct e-mailing



Telemarketing



Online marketing



Social media

KOL live streaming

Promote your latest products to an attentive online audience.



Fair facts

Date

7 – 9.4.2025

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Road, Fuhai St, Bao'an, Shenzhen, China

Admission

Free-of-charge. For trade visitors only.

Organisers

Guangdong Toy Association

Guangzhou Li Tong Messe Frankfurt Co Ltd

Messe Frankfurt (HK) Ltd

Contact

Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Tel: +852 2230 9287

Email: baby@hongkong.messefrankfurt.com

Guangdong Toy Association /

Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza

69 Xian Lie Zhong Road, Yuexiu District,

Guangzhou, China

Email: baby@hongkong.messefrankfurt.com

<http://en.chinababyfair.com>

Subject to change, as of July 2024

Cost

Participation fee

Standard booth

RMB 1,900 / sqm (min 9 sqm)

Raw space

RMB 1,450 / sqm (min 36 sqm)

10% surcharge on corner booth

10% early bird discount*
*make full payment by 20 December 2024

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