

Fact sheet



 baby & stroller
CHINA

7 - 9.4.2025

SHENZHEN, CHINA

Fair name	Baby & Stroller China 2025 – The 16th Shenzhen International Stroller, Mother & Baby Product Fair				
Fair date	7 - 9.4.2025 (Mon - Wed)				
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China				
Exhibition space	130,000 sqm (2024, including Toy & Edu China and Licensing China)				
Exhibitor	Over 1,400 (2024, including Toy & Edu China and Licensing China)				
Product group	<table><tr><td>Strollers & Ride-ons<ul style="list-style-type: none">• Baby strollers & accessories• Baby walkers• Bicycles• Car safety seats• Powered ride-ons• Scooters• Tricycles</td><td>Home Living & Lifestyle for Baby & Kids<ul style="list-style-type: none">• Baby toys• Baby cribs/beds & accessories• Baby bed linen & accessories• Baby safety gates• Baby furniture• Baby cutlery• Home living• Houseware• Gifts</td><td>Mother & Baby Care<ul style="list-style-type: none">• Baby care products• Baby feeding products• Baby skincare and bath products• Baby oral care• Baby diapers• Baby wipes• Maternity products• Nursing/breast-feeding pads & accessories• Maternity clothing</td><td>Baby and Kids Fashion<ul style="list-style-type: none">• Baby bibs• Baby clothing• Baby footwear• Baby accessories Baby Food & Healthcare<ul style="list-style-type: none">• Baby food• Baby nutritional supplements• Baby juice• Infant formula</td></tr></table>	Strollers & Ride-ons <ul style="list-style-type: none">• Baby strollers & accessories• Baby walkers• Bicycles• Car safety seats• Powered ride-ons• Scooters• Tricycles	Home Living & Lifestyle for Baby & Kids <ul style="list-style-type: none">• Baby toys• Baby cribs/beds & accessories• Baby bed linen & accessories• Baby safety gates• Baby furniture• Baby cutlery• Home living• Houseware• Gifts	Mother & Baby Care <ul style="list-style-type: none">• Baby care products• Baby feeding products• Baby skincare and bath products• Baby oral care• Baby diapers• Baby wipes• Maternity products• Nursing/breast-feeding pads & accessories• Maternity clothing	Baby and Kids Fashion <ul style="list-style-type: none">• Baby bibs• Baby clothing• Baby footwear• Baby accessories Baby Food & Healthcare <ul style="list-style-type: none">• Baby food• Baby nutritional supplements• Baby juice• Infant formula
Strollers & Ride-ons <ul style="list-style-type: none">• Baby strollers & accessories• Baby walkers• Bicycles• Car safety seats• Powered ride-ons• Scooters• Tricycles	Home Living & Lifestyle for Baby & Kids <ul style="list-style-type: none">• Baby toys• Baby cribs/beds & accessories• Baby bed linen & accessories• Baby safety gates• Baby furniture• Baby cutlery• Home living• Houseware• Gifts	Mother & Baby Care <ul style="list-style-type: none">• Baby care products• Baby feeding products• Baby skincare and bath products• Baby oral care• Baby diapers• Baby wipes• Maternity products• Nursing/breast-feeding pads & accessories• Maternity clothing	Baby and Kids Fashion <ul style="list-style-type: none">• Baby bibs• Baby clothing• Baby footwear• Baby accessories Baby Food & Healthcare <ul style="list-style-type: none">• Baby food• Baby nutritional supplements• Baby juice• Infant formula		
Fringe programme	Toy Award World of Play Summit Greater Bay Area Pre-school Education Innovation and Development Forum Marketing & Trend Forum Networking Events Business Matching Service				
Visitor admission fee	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. *Open to public on the last day from 12pm				
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9287 Fax: (852) 2598 8771 http://en.chinababyfair.com Contact person: Ms. Ellery Cheung baby@hongkong.messefrankfurt.com				
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd				