baby & stroller
CHINA

Shenzhen International Stroller, Mother and Baby Product Fair
第14屆国际童车及母婴童用品(深圳)展览会

Your next step into a greater future of baby products

7 – 9.4.2023
Shenzhen World Exhibition & Convention Center (near the airport)

www.chinababyfair.com

messe frankfurt
Guangzhou Li Tong Messe Frankfurt Co Ltd

Guangdong Toy Association
Guangdong Toy Association

Huge potential in China's maternity care and baby products market

The maternity care and baby product market is growing steadily and is expected to exceed USD 570 billion by 2023. Despite the low birth rate in recent years, the market in China continues to grow as per capita disposable income increases, and the spending power of families rises, reaching USD 498.9 billion in 2021 expand. The Chinese market is forecast to reach USD 675 billion by 2025. (Source: iResearch)

Three-child policy encourages consumption

Implemented in 2021, the three-child policy and its supporting policies are intended to increase fertility rates in China.

Strong domestic spending

Registrations for maternity and baby product-related businesses rose between 2011 to 2020, with explosive growth in the last three years in particular, reaching over 900,000 by the end of May in 2021. The driving force behind this surge is the increasing purchasing power of young families. Sophisticated consumer preferences and new sales channels are also propelling growth. (Source: Tianyancha)

Demand boosted by eased fertility policy and economic growth in China

China has a population of 263 million aged 15 or under, and since the implementation of the two-child policy, the number of those aged 14 and under has increased by 1.35% compared to a decade ago. In 2021, the three-child policy was approved, followed by a set of economic and social measures supporting this new policy. Gross national income in 2021 increased by 7.9% compared to 2020. This rise in income combined with the ease of fertility policy is expected to push the Chinese toy market forward.

(Sources: 'Statistical Communiqué of the People's Republic of China on the 2021 National Economic and Social Development' and the National Bureau of Statistics of China)

Why join the fair?

Leading baby product fair in South China

- **Largest of its kind in South China**
  Together with Toy & Edu China and Licensing China, the 2023 editions will provide a one-stop platform for you to demonstrate and promote new products at the world's largest exhibition venue.
- **First baby product trade show in Mainland China to kick off the sourcing season**
  The fair date is right in China's peak sourcing season as the market will be purchasing and preparing for the country's key sales period of Labour Day and Children's Day.

Easily accessible in China's major trading hub

Guangdong province, with Shenzhen at its centre, is one of the major marketplaces for the baby product sector across the globe. The region is home to many major wholesalers, importers and exporters in South China. Neighbouring Hong Kong, the city itself provides overseas buyers with convenient transport links to various railway stations and international airports.

Take advantage of China's Greater Bay Area development

- **Most economically vibrant city in the Greater Bay Area**
  Shenzhen's GDP per capita reached USD 25,000 in 2021. With higher disposable incomes, parents in this region tend to invest more in quality baby products.
- **China's leading hub for technological innovation**
  The increasing focus on advanced technology and R&D in Shenzhen means exhibitors can grasp this rising potential by bringing their latest innovative products to the fair.

Synergy of concurrent shows

Three fairs will feature over 2,100 baby product, toy and licensing brands, aiming to promote cross-industry exchange and development.

toy&edu CHINA

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

2022 fair review: impressive showcase of brands and products

130,000
sqm gross exhibition space

1,326
exhibitors from
9 countries & regions

2,100+
exhibiting brands

(Figures include Toy & Edu China and Licensing China)

Exhibitor countries / regions*

- Greater China
  - Mainland China
  - Hong Kong
  - Taiwan
- Germany
- Israel
- Italy
- Korea
- United Kingdom
- United States

Product groups*

35% Strollers and ride-ons
20% Baby toys
19% Mother and baby care products
13% Home living & lifestyle for babies & kids
6% Baby and children fashion
4% Baby food & healthcare products
2% Others

*includes onsite & online exhibitors

Exhibitors' feedback

"Our company regularly participates in big and important exhibitions each year, including Baby & Stroller China. Because we want our brand to continue growing, it's important for us to use all the relevant promotional channels, so it is essential for us to join the fair."
Ms Deng Hongyan, General Manager, Huatian.C Guangdong Branch Office, China

"This is our second time joining the fair. Last year the show helped us to integrate with suppliers from Shantou and Guangdong. After our participation, many suppliers had great confidence in our brand and were eager to cooperate with our new shops. Joining the fair has also positively impacted our development in the Chinese market and boosted recognition of our brand."
Ms Wenxia Zhang, Co-founder of Seven.Life, Huzhou Seven Seconds Industrial Co Ltd, China

Hybrid exhibiting option to win customers

Exhibit remotely with a booth specially designed to meet your needs.

- Showcase your products and brochures onsite
- Play videos with an in-booth LED TV
- Stationed translator / staff to provide customer service onsite
- Real-time communication with equipment and support provided

Featured zone: International Zone

Each year the international zone gathers over 100 bestselling brands from around the world, attracting a high volume of visitors to source for high quality and certified products all in one place.

Featured zone: Zhili's Children Fashion Pavilion

In 2022, a domestic pavilion featuring Zhili-made children's fashion made its second appearance at Baby & Stroller China, occupying over 500 sqm of exhibiting space. Led by the China Chamber of Commerce for Import & Export of Textiles, eight exhibiting brands launched their new products for the first time at the fair.

Exhibitor highlights 2022

Zhili's Children Fashion Pavilion led by CCCT

2022 fair review: meet your target customers

50,437 visitors from 28 countries & regions.

91% of visitors were satisfied with their visit.

82% of visitors played a decisive, collective or consultative role in purchasing decisions.

89% of visitors plan to return in 2023.

(Figures include Toy & Edu China and Licensing China)

Visitors' business nature*

Visitors' interests by product groups*#

*total percentage is over 100 because of multiple selections
#product groups below 10% are excluded

Past buyer highlights

Importers, exporters, service companies, buying offices, wholesalers, agents and distributors

Supermarkets, department stores and maternity & baby stores

e-Commerce platforms

Educational institutions

What premium support will you get?

E-connect 360 云易会

Connect virtually with visitors regardless of location and time difference.

Business matching
Receive AI-powered recommendations and proactively reach out to potential buyers before the fair opens.

Online meetings
Pre-schedule video calls with overseas and onsite buyers.

Virtual showroom
Create your company profile with product shots and videos.

Onsite livestreams
Broadcast featured exhibitor interviews and booth tours to those who cannot visit the fair via on-demand videos.

Pre-arranged meetings

Based on your business needs, the fair organisers will help you arrange onsite or online meetings with suitable buyers during the fair. Free interpreting service will be available on request.

2022 E-connect 360 platform figures

- Total number of interactions: **121,862** (including webpage, photo and video views and clicks)
- Number of logins: **2,902**
- Total number of matches via the platform (before and after the fair): **356**

Promote your business via our network

Overseas media

Database: 170+ countries & regions

Advertisements & press releases: 30+ media

Chinese media

Database: 30+ regions

Advertisements & press releases: 20+ media

搜狐 SOHU.com · CNS 中国新闻社 · 新华社 XINHUA NEWS · sina 新浪 · 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.

小红书 · TikTok

Fringe events: extra brand exposure for your businesses

Forums and seminars: provide a collaborative platform for brands, manufacturers and professionals to discuss market trends and exchange business ideas.

Promotion event: launch your product or promote your brand at a tailor-made event. Pre-event promotion and related logistic support available as required.

KOL livestreams: feature your products in the event livestreams of the lifestyle influencers invited by the fair.

VIP tour: an excellent opportunity to introduce your company to a group of targeted and esteemed buyers.

Subject to change, as of September 2022

Cost

Participation fee

Standard booth

RMB 1,650 / sqm (min 9 sqm)

Raw space

RMB 1,260 / sqm (min 36 sqm)

10% surcharge on corner booth

10% early bird discount*

*submit application form and full payment before 20 December 2022

Schedule

20 December
Early bird discount deadline

December – March
Preparation & promotion

March
Booth allocation

7 – 9 April
Show starts

Fair facts

Date
7 — 9 April 2023

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
Guanghzou 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 2238 9922
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: toy@china.messefrankfurt.com

SZToyFair

sztoybabyfair

www.chinababyfair.com