



**baby & stroller**  
CHINA

Shenzhen International Stroller, Mother  
and Baby Product Fair

31.3 – 2.4.2027

Shenzhen World Exhibition &  
Convention Center

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

[en.chinababyfair.com](http://en.chinababyfair.com)



messe frankfurt



Guangdong Toy Association

# Driving new momentum, empowering new growth

Baby & Stroller China unites premium domestic and international buyers, creating an exceptional one-stop trading and matchmaking gateway in the Greater Bay Area. The platform is fully committed to helping brands seize golden opportunities for industry transformation and upgrading.



## 2026 fair exhibitor review



**130,000** sqm  
gross exhibition space



**1,495** exhibitors  
from 8 countries & regions



**38** years  
accumulation of buyer  
networks and resources

(Figures include Toy & Hobby China and Licensing China)

## Asia's premier baby product industry fair



### Excellent timing

Held in the first half of the year, the fair coincides with China's spring peak sourcing season.



### Strategic location

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



### Rich resources

Possesses relevant resources from global consumer goods trade fairs.



### Synergy of concurrent shows

Attracts international traders and buyers, while utilising cross-industry resources from the concurrent toy and licensing fairs.



### New channels

Key opinion leaders (KOLs) and group-buying leaders from social platforms will host live-streaming onsite.



### Business matching

Provides precise online and offline matching services to facilitate business opportunities.

## Exhibitors' voices

"This is our debut at the fair, leveraging this opportunity to expand our customer resources, promote our products, and gain deep market insights. The fair's strategic location offers an unparalleled geographical advantage, home to a high concentration of e-commerce professionals and Amazon sellers. This aligns perfectly with our target audience and supports our business growth."

**Ms Sunny Yang, General Manager, Taizhou Yasmei Plastic Product Co Ltd, China**

"Our company focuses on export markets, and the fair's strong presence of cross-border e-commerce buyers aligns closely with our target. The fair allows buyers to experience our products firsthand, enabling us to pitch specific models based on their diverse needs. As a comprehensive fair, it also helps us expand our buyer reach, including those looking for other product categories such as toys."

**Mr Hank Zhao, General Manager, Hangzhou Bold Baby Products Co Ltd, China**

## Product groups

### International Zone



#### A must visit for buyers looking for quality overseas products

- Prime location with heavy visitor flow
- Distinctive booth design
- Customised pre-show marketing and exclusive exhibitor services

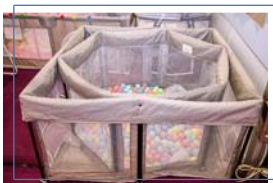
### Strollers & ride-ons



### Mother & baby care products



### Home living & lifestyle for babies & kids



### Clothing & accessories



## Highlighted exhibitors



\*In arbitrary order



## 2026 fair visitor review



**77,031** visitors from 83 countries & regions.

**95%** of visitors were satisfied with their visit.

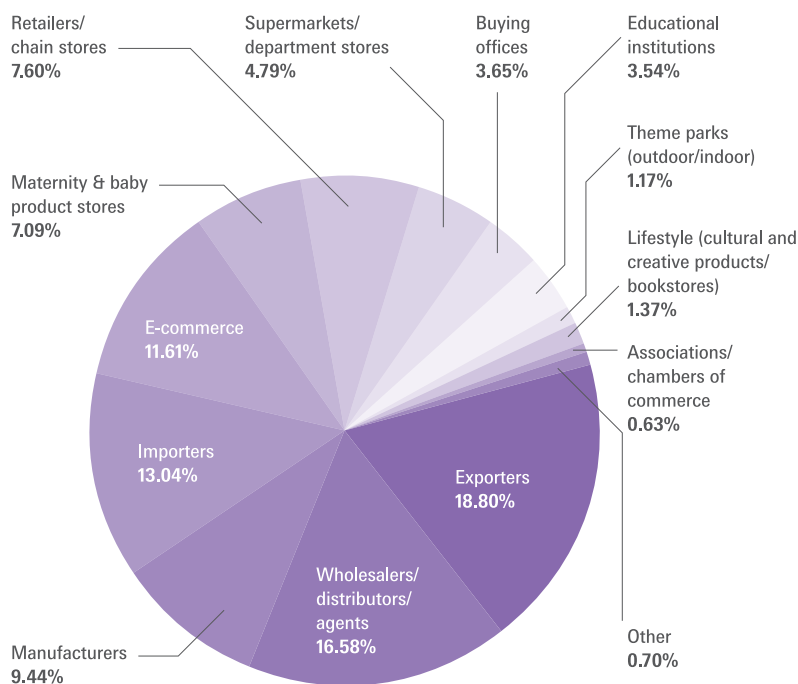
**91%** of visitors played a decisive, collective or consultative role in purchasing decisions.

**93%** of visitors plan to return in 2027.

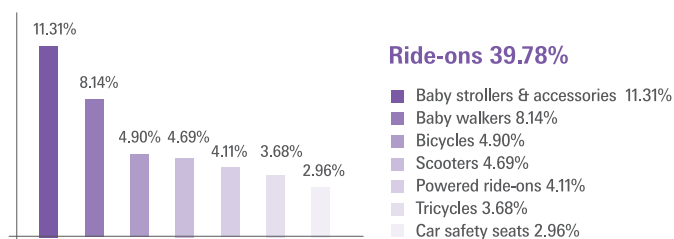
Recorded a 35% YoY uptick in overseas buyers

(Figures include Toy & Hobby China and Licensing China)

### Visitors' business nature



### Visitors' interests by product groups

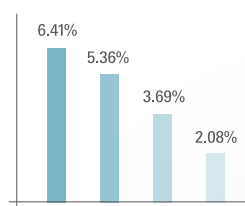
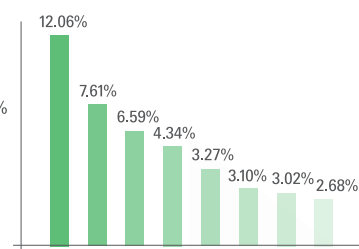


#### Ride-ons 39.78%

- Baby strollers & accessories 11.31%
- Baby walkers 8.14%
- Bicycles 4.90%
- Scooters 4.69%
- Powered ride-ons 4.11%
- Tricycles 3.68%
- Car safety seats 2.96%

#### Fast-moving consumer goods (FMCG) 42.68%

- Baby clothing & accessories 12.06%
- Baby skincare and bath products 7.61%
- Children's cutlery 6.59%
- Baby feeding products 4.34%
- Nursing products 3.27%
- Baby food 3.10%
- Baby diapers 3.02%
- Maternity products 2.68%



#### Household goods and furnishings 17.54%

- Baby cribs/beds & accessories 6.41%
- Baby furniture 5.36%
- Baby safety gates 3.69%
- Health and home safety products 2.08%

### Past buyer highlights



Scan the QR code for more feedback from exhibitors and visitors!

\*In arbitrary order



## Value-added exposure to accelerate market breakthroughs

- KOL livestreams
- Year-round marketing with our networks

## Promote your business via our network

### Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media

baby's junior

baby & kid store

Baby Hobby & Lifestyle

TOYS

and more...

### Chinese media

Database: **30+** regions

Advertisements & press releases: **20+** media

搜狐网

中国新闻网

新华网

新浪新闻

CHINA DAILY

and more...

### Direct marketing



SMS broadcasts



Direct e-mailing



Telemarketing

### Social media marketing



### KOL live streaming



## Fringe events: more than just an ordinary trade fair



### Forums and seminars

Connect brands, manufacturers, and experts to explore market trends and growth opportunities.



### Promotion events

Promote your brand or product at a tailor-made event. Pre-event promotion and logistic support also available.



### KOL livestreams

Top influencers live-stream from the show floor to showcase and promote your products.



### VIP tours

Introduce your company to a group of targeted premium buyers.

### China's latest visa exemption scheme (as of November 2025)

Travellers from 55 countries and regions, including Australia, Brazil, Brunei, Chile, France, Germany, Italy, Japan, Korea, New Zealand, and Spain can enter and stay in China for up to 240 hours visa-free transit.

## Fair facts

### Date

31 March – 2 April 2027

### 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

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Subject to change, as of July 2026

## Concurrent events



**toy & hobby**  
CHINA

Shenzhen International Toy & Hobby Fair



**licensing**  
CHINA

Shenzhen International Licensing and Licensed Product Fair

## Follow us on social media



## Cost

### Participation fee

Raw space

**RMB 1,590** / sqm (min 36 sqm)

Standard booth

**RMB 1,908** / sqm (min 9 sqm)

10% surcharge on corner booth

**10% early bird discount\***

\*make full payment by 18 December 2026