

Fact Sheet

 baby & stroller
CHINA

31.3 – 2.4.2027
Shenzhen, China

Fair name	Baby & Stroller China 2027 – The 18th Shenzhen International Stroller, Mother & Baby Product Fair			
Fair date	31.3 – 2.4.2027 (Wed – Fri)			
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China			
Exhibition space	130,000 sqm (2026, including Toy & Hobby China and Licensing China)			
Exhibitor	Over 1,400 (2026, including Toy & Hobby China and Licensing China)			
Product group	Strollers & Ride-ons • Baby strollers & accessories • Baby walkers • Bicycles • Car safety seats • Powered ride-ons • Scooters • Tricycles Others • Media • Associations	Mother & Baby Care • 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	Home Living & Lifestyle for Baby & Kids • Baby cribs/beds & accessories • Baby bed linen & accessories • Baby safety gates • Baby furniture • Baby cutlery • Home living • Houseware • Home textile • Gifts	Baby and Kids Fashion • Baby bibs • Baby clothing • Baby footwear • Baby accessories Baby Food & Healthcare • Baby food • Baby nutritional supplements • Baby juice • Infant formula
Fringe programme	Toy & Hobby Award Ceremony World of Play Summit and Get-together Cross-Border E-Commerce Development Conference and Global Sourcing Event Marketing & Trends Forum Networking Events Business Matching Service City Tour			
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 9213 / 2230 9287 Fax: (852) 2598 8771 http://en.chinababyfair.com Contact person: Joanne Chow / Ellery Cheung baby@hongkong.messefrankfurt.com			
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd			