

Fact sheet



 baby & stroller
CHINA

7 - 9.4.2026

SHENZHEN, CHINA

Fair name	Baby & Stroller China 2026 – The 17th Shenzhen International Stroller, Mother & Baby Product Fair								
Fair date	7 - 9.4.2026 (Tue - Thu)								
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China								
Exhibition space	130,000 sqm (2025, including Toy & Hobby China and Licensing China)								
Exhibitor	Over 1,400 (2025, including Toy & Hobby 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>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>Home Living & Lifestyle for Baby & Kids<ul style="list-style-type: none">• Baby cribs/beds & accessories• Baby bed linen & accessories• Baby safety gates• Baby furniture• Baby cutlery• Home living• Houseware• Home textile• Gifts</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><tr><td>Others<ul style="list-style-type: none">• Media• Associations</td><td></td><td></td><td></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	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	Home Living & Lifestyle for Baby & Kids <ul style="list-style-type: none">• 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 <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	Others <ul style="list-style-type: none">• Media• Associations			
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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								
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Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd								