

news +++ Toy & Hobby China, Baby & Stroller China, Licensing China  
Shenzhen World Exhibition and Convention Center, China, 7 – 9 April 2025



## Future of play: Trendy Toy Zone to debut at Toy & Hobby China

**Shenzhen, 16 December 2024. As playtime now encompasses a wider audience, the demand for trendy and collectible toys aimed at teenagers and ‘kidults’ is rising globally. In response to this market trend and as part of a broader rebranding initiative, the 37<sup>th</sup> Toy & Hobby China (formerly Toy & Edu China) will introduce an all-new Trendy Toy Zone, dedicated to spotlighting this dynamic segment. Next year’s show will take place alongside Baby & Stroller China and Licensing China, collectively the first comprehensive toy-related trading platform in mainland China as the industry enters its peak sourcing season. From 7 – 9 April 2025 at Shenzhen World Exhibition & Convention Center, the fair aims to foster interactivity and collaboration among global industry players in a high-potential market.**

After an expected CAGR of 24%, China’s collectible toys retail market will reach RMB 110.1 billion (USD 15.2 billion) by 2026. Data analysts at Statista have forecast that the consumer base for these toys in China will expand to 40 million by 2025 and further to 49 million by 2030. Notably, the average monthly spending on these items has seen a significant upswing in recent years and is expected to climb even higher by 2030<sup>1</sup>. In essence, a growing consumer base is increasingly spending more money per person.

To tap into this emerging market, and attract more buyers like previous participants MINISO and POP MART, the rebranded Toy & Hobby China 2025 will integrate resources to showcase trendy and collectible toys for consumers aged 14 and older. Located in Halls 14 and 16, the new Trendy Toy Zone will feature a diverse range of products, including designer toys, blind boxes, garage kit figures, ball-jointed dolls, cotton dolls, and more from various cross-sector exhibitors.

### **Concurrent fairs to foster synergy among three interconnected sectors**

The fairs are set to create synergy by bringing together three interconnected sectors – toy, baby products and licensing – all under one roof.

China is anticipated to lead the global toys and hobby market in 2024<sup>2</sup>. Meanwhile the growth of China’s maternity and childcare products is driven by rising incomes and evolving parenting trends<sup>3</sup>. Furthermore, global retail sales of licensed goods and services surged in 2023, with China’s sales up by 9.6% from the previous year. This growth has

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<sup>1</sup> “Pop Culture Toys Proving Eminently Collectable Across Mainland China”, September 2024, HKTDC Research, <https://research.hktdc.com/en/article/MTc4NzAzMzI0Nw> (Retrieved: November 2024)

<sup>2</sup> “Toys & Hobby – Worldwide”, July 2024, Statista, <https://www.statista.com/outlook/cmo/toys-hobby/worldwide> (Retrieved: November 2024)

<sup>3</sup> “Maternity and childcare product industry in China - statistics & facts”, December 2023, Statista, <https://www.statista.com/topics/6602/maternity-and-childcare-product-industry-in-china/#topicOverview> (Retrieved: November 2024)

allowed China to surpass Germany for the first time, making it the fourth largest licensing market in the world<sup>4</sup>.

Recognising the importance of these markets, and aiming to facilitate industry development in China while helping global players leverage connections, the concurrent fairs will create an ideal stage for brands to showcase their varied products to meet the sourcing needs of worldwide buyers.

Past Japanese exhibitor Mr Hironori Inuma, Licensing Director of TMS Entertainment Co Ltd also emphasised the potential of the Chinese market in the last edition: “Our goal is to expand our business into mainland China and other global markets through this fair, while also establishing valuable connections with potential partners across various sectors. On Day 1 alone, we engaged in fruitful discussions with over 30 companies, many of which are our targeted Chinese clients. Given that the Chinese market is the largest in Asia, we believe it possesses huge growth potential.”

Several featured exhibitors have already confirmed their participation at the upcoming 2025 editions:

- **Exhibitors:** 4M, Bandai, Eastcolight, Fischertechnik, Funko, Furyu, Kalos Blocks, Kayou, Keeppley, Maisto, MOSHOWTOYS, Plus-Plus, QUNLONG, TOP TOY, ZD Toys
- **Brands and IPs:** Dunhuang Museum, Kotobukiya, Monkey King, SEGA, Squishmallows, Theo Klein

As China expands its visa-free entry policy to include more countries, the fairs are set to attract significant attention from international industry players due to their wide range of product categories. To connect with the burgeoning Southeast Asian market, the fair organisers have invited buyer groups from Indonesia, Malaysia, Myanmar, Thailand, and Vietnam, as well as traditional key toy markets like Korea and Taiwan. Other notable individual buyers, including three renowned retail stores in Vietnam – MyKingdom, Hobiverse, and Clever Collection – have also confirmed the fairs on their sourcing schedules.

Toy & Hobby China, Baby & Stroller China and Licensing China are organised by the Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. For more information, please visit:

- [Toy & Hobby China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

#### **Press information and photographic material:**

<https://shenzhen-international-toy-and-hobby-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

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<sup>4</sup> “The 2024 Global Licensing Market Report has been released. China surpassed Germany for the first time to become the world's fourth largest licensing market”, August 2024, Licensing International, [https://www.licensing.org.cn/12084.html?fbclid=IwY2xjawEdey5leHRuA2FlbQlXMAABHfDxtfop\\_lx9Y3MTOmMgn6Zn2ys7-DLYcNi7LfnQX402uVTHSeLHem"Tvug\\_aem\\_e7z21RG1Se4yviD59Hwp5A0](https://www.licensing.org.cn/12084.html?fbclid=IwY2xjawEdey5leHRuA2FlbQlXMAABHfDxtfop_lx9Y3MTOmMgn6Zn2ys7-DLYcNi7LfnQX402uVTHSeLHem) (Retrieved: November 2024)

**Social media and website:**

<https://www.facebook.com/sztoybabyfair/>

<https://www.facebook.com/szlicensingfair/>

<https://www.twitter.com/sztoybabyfair>

<https://www.twitter.com/szlicensingfair>

<https://www.instagram.com/sztoybabyfair/>

<https://www.youtube.com/@sztoybabylicensingfair>

<https://shenzhen-international-toy-and-hobby-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>

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**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)

**Background information on Messe Frankfurt**

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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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\*Preliminary figures 2024