

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



## Trends in play: spotlighting market demands at Toy & Hobby China, Licensing China, and Baby & Stroller China

**Shenzhen, 3 March 2025. One of the country's most dynamic and fast-growing markets, the Chinese-dubbed 'goods economy' has established a dazzling niche for itself among consumers of all ages. To unlock these new market opportunities, Toy & Hobby China and Licensing China, alongside Baby & Stroller China, will form a comprehensive hub highlighting the latest trends across the three interconnected industries, while delivering a seamless sourcing experience for global buyers. The concurrent fairs will take place from 7 to 9 April 2025 at Shenzhen World Exhibition & Convention Center, China.**



The three concurrent fairs will form a comprehensive sourcing hub featuring the latest trends and demands. (Photo: Messe Frankfurt)

Fuelled by a mix of nostalgia, innovation, and cultural appeal, the 'goods' sector – primarily encompassing designer toys, action figures, and IP merchandise such as pin badges, trading cards, blind boxes and IP collaborations – has become a magnet for the young generation and 'kidults' alike. In China, the 'goods' market, which includes products derived from anime, comics, games and novels (collectively known as ACGN), reached USD 23 billion (RMB 169 billion) in 2024, marking a remarkable increase of more than 40% compared to 2023<sup>1</sup>.

Amid China's fast-evolving consumer landscape, Toy & Hobby China and Licensing China are set to guide buyers through emerging industry trends by showcasing the latest toys, licensing and licensed products. Notable features to look forward to include:

### Toy & Hobby China

- Trendy Toy Zone: brand new zone showcasing trendy toys and collectible toys targeting millennials to Gen Alphas
- International Zone: brands from Denmark, Germany, Hong Kong, Italy, Japan, Malaysia and the US
- Featured exhibitors: 4M, Beijing Cloud Point Technology Development Co Ltd, Dongguan Yuankang Toys Manufacture Co Ltd, Higher Fly Toy, Jiaozuo Shuoda Animation Co Ltd, MAG. NET, Shanghai Sky Source Kidgoods Co Ltd, Welly, Wingart Group Co Ltd, Yangzhou Aihao Toys Co Ltd
- Highlighted fringe events: the 'World of Play' conference, the Toy and Hobby Award

### Licensing China

- Four pavilions: Korea Creative Content Agency (KOCCA), New Taipei City Computer Association (NTCA), the Taiwan Character Brand Licensing Association (TCBLA) and Taipei Multimedia Production Association (TMPA)
- Popular exhibiting IP brands from China, Japan, Korea, Malaysia, Taiwan: Air Asia, B.Duck, Bbang Bbang's Diary, Boonie Bears, Boonie Cubs, Catch! Teenieping, Chimitan, Empresses in the Palace, Fabulous Beasts, Fei Ren Zai, GG Bond, Inter Milan, Little Parrot BEBE, Marsupilami, Miniforce, Miraculous Ladybug, Nmeneko, The Monkey King, WHEE WHEELS
- Highlighted fringe events: the Greater Bay Area Brand Licensing Industry Development Forum 2025

### **Discover in-demand products at Baby & Stroller China**

The baby stroller global market is projected to reach a CAGR of 6.6% over the next five years<sup>2</sup>. Based on last year's visitor figures from Baby & Stroller China, 43.1% of the fair's buyers expressed interest in sourcing ride-ons, making it the most sought-after product category. This year, renowned brands such as BBH, BETTYMA, BOSO, Coolbaby, CN.CUBE, Helian, JIMMY CARTER, Kaheng, Lebei, Rastar, Villebao and Xiaokabu will bring in their latest designs and innovations to meet this rising demand. Other product categories' featured exhibitors include:

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<sup>1</sup> "The 'goods' economy has experienced a significant surge, achieving domestic sales of 168.9 billion yuan in 2024", December 2024, Ctoy.com.cn, <https://news.ctoy.com.cn/show-42279.html> (Retrieved: February 2025)

<sup>2</sup> "Baby Stroller Market - Global Forecast 2025 – 2030", October 2024, Research and Markets, [https://www.researchandmarkets.com/report/stroller?srsId=AfmBOoqINBwIR\\_TUDaqty4KT6uiQax3wHwnq4Y7Nfdy0dzP9d\\_WZYM7b](https://www.researchandmarkets.com/report/stroller?srsId=AfmBOoqINBwIR_TUDaqty4KT6uiQax3wHwnq4Y7Nfdy0dzP9d_WZYM7b) (Retrieved: February 2025)

- Baby cribs and beds: Qutong
- Baby skincare and bath products: Dodohani, Qinyu, RuiJiBao
- Baby indoor play: Hi Tongnian, Lizhi, Migo Bear, Songguo, Youbeichen

### **Enhancing domestic and global buyer engagement**

China has broadened its unilateral visa-free policies, extending them to 18 additional countries and doubling the stay duration from 15 to 30 days. These favourable travel policies have already garnered an enthusiastic response from international buyers, attracting participation from approximately 30 countries and regions, including Australia, Canada, Denmark, Ecuador, Germany, India, Malaysia, Russia, UK, the US and many more.

Once again, the business matching programme will be available this year to help domestic and international buyers match with tailored groups of exhibitors and pre-arrange onsite meetings. To further enhance the unique sourcing experience for overseas buyers, the fair organisers will host an exclusive one-day city tour on Day 3 of the fairs, to visit local companies, factories, and retail points. Visitors will have the opportunity to connect directly with Guangdong's business and production landscapes at the source, while gaining valuable insights and networking prospects. Buyers can find more information [here](#).

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:

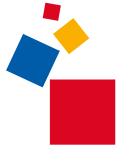
- [Toy & Hobby China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

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

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

### **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**

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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