

news +++ Toy & Hobby China, Baby & Stroller China, Licensing China  
Shenzhen World Exhibition and Convention Center, China, 9 – 11 April 2026



## AI, trendy toys and top IPs take centre stage at Toy & Hobby China, Baby & Stroller China, and Licensing China

**Shenzhen, 27 March 2026. With less than one month to go, the stage is set for Toy & Hobby China, Baby & Stroller China, and Licensing China. More leading brands are gathering in the new AI Smart Toy Area and the high-traffic Trendy Toys & Collectibles Zone, where exhibitors will showcase products and innovations shaping the future of play. Adding to the extensive toy and baby assortments, Licensing China will present a broad portfolio of domestic and international IPs, with several publishing houses making their debut. The three fairs will be held in Shenzhen from 9 – 11 April 2026. Spanning Halls 11 to 16, the layout is designed to support efficient cross-sector sourcing.**

2025 has been dubbed the 'Year of AI Toys' by Chinese manufacturers, reflecting a significant market shift. Online sales of AI toys in China soared to RMB 520 million (around USD 75 million) across major e-commerce platforms, marking an impressive year-on-year growth of 394.9% while sales volume surged 960.5%. In February 2026, AI toys also captured the spotlight as one of the top trending Chinese New Year items<sup>1</sup>.

Held in Shenzhen, a major hub for toy manufacturing and high-tech products, Toy & Hobby China is set to introduce the **AI Smart Toy Area** this year, drawing on the city's industrial strengths. Showcasing alongside YODO Robot (a robotics education company), key exhibitors in the area will include:

- FunNest – AI plush toys;
- GHT (Guang He Tong) – Guang He Tong AI companionship solutions;
- Luka Doctor – AI learning cameras, AI plush toys;
- Prism – Aitokii children's AI companion robots;
- Shifeng – AI toys;
- WardChip – AI toys.

In the current era of emotional consumption, demand is increasingly driven by products that provide emotional value, companionship and personal expression, appealing to a wider demographic from children to adults and even seniors – especially those living alone. While AI smart toys can support intelligent interactions and emotional connections, trendy toys and collectibles also play a vital role in fulfilling these sentimental needs.

### **Exhibitors across three sectors embracing the latest trends**

Following its successful debut in the 2025 edition, the **Trendy Toys & Collectibles Zone** will return with a robust exhibitor lineup and a fresh mix of trend-forward products. The updated list also includes: 52TOYS, CHOUCHOU, DDED (brand: Cat Gods), Dongguan Sure Fun Cultural And Creative Co Ltd, DOTOY (brand: Breath of the wish), Fir Ventures

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<sup>1</sup> "AI toys are the 'top trending products for the New Year!' The market is booming in the hundred-billion-yuan range, and this toy city has successfully attracted contemporary young people", February 2026, time-weekly.com, <https://time-weekly.com/post/327560>, (Retrieved: February 2026)

Global Limited (brand: FUGGLER), Handspupu, HSWORKS (brand: UncleMermaid), metazoos Inc (brand: SLUNG), Nanjing Toi Toys Co Ltd (brand: TOi), Tony Electronic (brand: Ryan Animal Toys), Zhejiang Chuangzao Chaoliu Cultural Creativity Co Ltd, Zhongdong Toys and more.

The licensing sector is also benefitting from the same trend momentum. With a strengthened independent positioning this year, **Licensing China** will present a wide range of domestic and international IPs, including licensed products and licensing categories covering animation and character, brand, celebrity, sports, culture, art, and entertainment. Several publishing houses, such as the People's Education Press, will make their first appearance at the fair, while other highlighted exhibitors include Legendary East Film & TV Consulting (Beijing) Co Ltd, Pierrot (Shanghai) Co Ltd, YUEWEN GOODS and more.

Featured IPs include:

- Alpine F1 Team;
- B.Duck;
- Boonie Bears;
- CATCH! TEENIEPING;
- FC Internazionale Milano;
- Godzilla X Kong: Supernova;
- MEIHOUWANG (Monkey King);
- MINIFORCE;
- My Little Pony;
- The King's Avatar.

Meanwhile, **Baby & Stroller China** continues to attract a growing exhibitor base, including notable brands such as Allek (Tianjin) Tech, Hangzhou Bold Baby Products, Hebei Aierbeisi Childrens Toys, Hebei Little Jelly Children's Toys, Ningbo Saint Wanbao Baby Products, Shantou Beicola Technology, Wenzhou Youbeichen Toys, Wenzhou Zhibishu Baby Products, Xingtai Qiyue Children's Toys, Zhejiang Jike Industry & Trade, Zhejiang Lebei Children's Products, and Zhejiang Yooking Technology.

With the six halls (Halls 11 – 16) interconnected on the first floor, the three fairs are poised to offer enhanced access for buyers seeking cross-sector collaboration and a diverse range of products. Complemented by the **'World of Play' Summit**, the **Greater Bay Area Brand Licensing Industry Development Forum – Beyond IP: Synergising the GBA Ecosystem**, the **Smart Play Ecosystem · AI Ignites a New Era – 2026 AI Toy Trends Forum**, and a range of fringe events, Toy & Hobby China, Baby & Stroller China and Licensing China will provide valuable opportunities to connect and explore the latest trends.

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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\*Preliminary figures 2025