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

Fresh opportunities for fairgoers at Toy & Hobby China, Baby & Stroller China, and Licensing China 2026

Shenzhen, 15 August 2025. Toy & Hobby China, Baby & Stroller China, and Licensing China will return to the Shenzhen World Exhibition & Convention Center, now scheduled to take place from 9 – 11 April 2026, bringing together leading brands, global buyers, and industry stakeholders under one roof. With trends like collectible toys for audiences of all ages and advancements such as AI-powered baby gear on the rise, the fairs aim to provide a platform to explore fresh opportunities across the toy, baby product, and licensing sectors. From trendy blind box concepts to premium designs and sustainable solutions, the 2026 platform promises to inspire growth and drive innovation.

Anticipation is growing as the fairs continue to connect businesses and strengthen collaboration worldwide, after the 2025 editions brought together 1,453 exhibitors and 72,330 buyers, with 95% of visitors expressing a desire to return. Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “The 2025 editions were a resounding success, with a huge jump in international buyers supplemented with delegations from key markets such as Australia, Germany, India, Japan, the UK, and the US. The fairs demonstrated their value as a must-attend platform for global industry players; a platform where industries converge, enabling brands to engage with retailers, e-commerce leaders, and partners from diverse markets. We are excited to expand on this success in 2026.”

Despite global economic shifts, the toy and licensing sectors remain resilient, fuelled by a strong consumer market in the region and beyond. Demand for collectible toys continues to surge, engaging not only children but also adults – a trend exemplified by the runaway success of Pop Mart’s “Labubu” series, which is projected to drive the company’s revenue to approximately USD 1.8 billion in 2025[1]. Similarly, the global brand licensing industry has shown remarkable growth, with the characters segment achieving a 5% increase in 2025[2]. Mr Chao Cai, General Manager of Beijing Xiyou Meta Technology Development Co Ltd, expressed positive market sentiments when exhibiting at Licensing China 2025: “Shenzhen’s thriving pop culture toy industry attracts pragmatic buyers seeking partnerships. We’ve already engaged with dozens of manufacturers over the past two days, and international clients account for 20 – 30% of potential partnerships. Our Monkey King IP is already well-recognised in Southeast Asia, demonstrating the strong cultural influence of Chinese culture across the region.”

This vibrant market landscape is set to be evident at the 2026 editions, attracting buyers from across the globe. Introduced in 2025, the Trendy Toys & Collectibles Zone at **Toy &**

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[1] “Pop Mart’s viral collectibles to fuel overseas revenue surge“, July 2025, S&P Global, https://www.spglobal.com/market-intelligence/en/news-insights/research/pop-mart-s-viral-collectibles-to-fuel-overseas-revenue-surge, (Retrieved: July 2025)

[2] “Licensing International’s 2025 Global Study Shows Licensing Industry Reached $369.6 Billion”, May 2025, Licensing International, https://licensinginternational.org/news/licensing-internationals-2025-global-study-shows-licensing-industry-reached-369-6-billion/, (Retrieved: July 2025)

Hobby China was a great success, and the zone will continue to feature a fresh and creative selection of trending categories in 2026. The diverse array of products ranges from blind boxes, garage kits, collectible and designer toys, ball-jointed dolls and capsule toys to collectible cards, stress-relief toys, animated merchandise, and action figures. Visitors can also explore electronic toys, outdoor and sporting goods, music toys, and educational products such as STEM / STEAM tools, meeting the demand for purpose-driven products that encourage creativity and diversity.

At **Licensing China**, licensed products will take centre stage with categories spanning animation and characters, culture and art, brands, sports, celebrities, and more. Together with the Trendy Toys & Collectibles Zone, the fair will feature over 600 original IPs, supporting the growth of cultural and creative industries within the Greater Bay Area and beyond.

Meanwhile, amid the dynamic global baby products market, **Baby & Stroller China** will continue to present a range of family essentials, including strollers, home living and lifestyle items, mother and baby care products, children's fashion, baby food, and healthcare products. Notable highlights include smart cribs with real-time health analytics and biodegradable materials, aligning with the EU's 2025 sustainability regulations for baby products.

Beyond product showcases, the fairs will again host the successful forums, seminars, business matching programmes, networking events, and VIP tours from previous years, but will also include new topics from the three interconnected industries, covering themes such as digitalisation, e-commerce, sustainability, and pop culture in the toy market. Visitors will have the chance to gain practical knowledge and insights into actionable strategies while being informed about pressing industry issues, emerging trends, and future prospects.

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:
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Background information on Conzoom Circle
conzoom-circle.messefrankfurt.com/information

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 € 775 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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