

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



## New chapter in play! Toy & Edu China rebrands as Toy & Hobby China to capture fast-growing trendy and collectible toys segment

**Shenzhen, 15 July 2024. Reflecting the Chinese toy market's new emphasis on trendy, collectible toys – a segment that has seen phenomenal growth in recent years – the 37<sup>th</sup> Toy & Edu China will rebrand as Toy & Hobby China. With its aligned identity, the show is well-positioned to further fuel industry expansion, as China's trendy toy market is projected to surge at a 24% CAGR to over RMB 110 billion (USD 15.1 billion) by 2026<sup>1</sup>. From 7 – 9 April 2025 at Shenzhen World Exhibition & Convention Center, Toy & Hobby China, held concurrently with Baby & Stroller China and Licensing China, will serve as a launchpad for brands to harness business opportunities driven by China's rising generation of trendy toy consumers.**

The emerging trendy and collectible toys industry represents a cultural and economic shift that mirrors evolving consumer trends and changing values among younger generations. Recent estimates suggest the number of trendy toy consumers in China will reach 49 million people by 2030<sup>2</sup>.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented on the change: "As technology and demands continue advancing, products that foster creativity, social interaction, and digital connectivity are increasingly popular, among not only children but also adults and youths who came of age during the digital revolution. Along with the increased emphasis on trendy toys to promote engagement with this key market, Toy & Hobby China 2025 will continue to feature the latest toys, games, and educational products across all categories. With China accounting for approximately 70% of the global toy market share, we are eager to provide a multifaceted platform to capture that potential, at the first major toy trade show of the annual sourcing season."

Recognising the opportunity presented by this booming market, Mr Jacky Cao, Chairman of Zhejiang Xinbo Holdings (Group) Co Ltd, commented at the previous edition: "We have started transitioning our focus to producing trend-driven cultural and creative products geared towards consumers in their 10s and 20s, in response to the growing market demand. We are hoping to connect with more customers through the fair, particularly buyers from new sales channels, as their demand has been especially high in recent

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<sup>1</sup> "China's pop toy market maintains rapid growth", July 2023, Shanghai Municipal People's Government, <https://www.shanghai.gov.cn/nw48081/20231107/62c8734ca36249689c1d34dad937b158.html>, (Retrieved: July 2024)

<sup>2</sup> "2024 China Trendy Toy Industry Research Report", January 2024, 21jingji, <https://www.21jingji.com/article/20240131/herald/8a833af3143f21895b0bc608f9f656ec.html>, (Retrieved: July 2024)

years. Additionally, we've noticed a rising trend in the number of inquiries for Chinese brand products recently."

### **Gateway to three fast-growing industries**

Toy & Hobby China (formerly Toy & Edu China), Baby & Stroller China and Licensing China 2024 saw high levels of international involvement. Across 130,000 sqm, 1,420 exhibitors from seven countries and regions showcased their latest toy and game innovations to 67,296 visitors, with the Chinese government's favourable visa policies enabling a larger global buyer base to participate. Notably, 12 overseas buyer delegations comprising visitors from Germany, India, Indonesia, Korea, Malaysia, Myanmar, Taiwan, the US, Vietnam and elsewhere took part in the event. All told, buyers hailing from beyond China's borders were up 50% compared to previous highs, demonstrating the fairs' increasing success in connecting Chinese and international industry players.

Collectively, the fairs will feature over 1,500 toy, baby product, and licensing exhibitors alongside a range of forums and seminars, a business matching programme and various networking opportunities, culminating in an integrated platform to promote new innovations.

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>

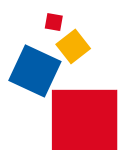
<https://www.instagram.com/sztoybabyfair/>

<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 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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability) With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)