news +++ Toy & Hobby China, Baby & Stroller China, Licensing China
Shenzhen World Exhibition and Convention Center, China, 31 March – 2 April 2027

Toy & Hobby China, Baby & Stroller China, and Licensing China 2027 return in late March to drive cross-border sourcing

Shenzhen, 19 August 2026. Toy & Hobby China, Baby & Stroller China and Licensing China will return to Shenzhen World Exhibition & Convention Center from 31 March to 2 April 2027, creating a comprehensive sourcing destination across toys, baby products and licensing. By connecting these closely related sectors, the fairs will open up cross-border business opportunities and showcase growing categories including trendy collectibles, smart and sustainable products, and licensed merchandise.

A 95% visitor satisfaction rate and 93% intention to return from the previous editions provide a strong foundation for the 2027 fairs. (Photo: Messe Frankfurt)

Building on the successful 2026 editions, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, emphasised the fairs' value: "Our all-encompassing platform continues to connect opportunities across toys, baby products and licensing. This ecosystem we have created helps businesses stay ahead in today's dynamic market. Beyond an extensive lineup of traditional categories, our fairs serve as a launchpad for the latest market developments including AI smart toys, trendy collectibles, baby products, and IP products. We look forward to another year of expanding business networks, fostering new cross-border partnerships and industry innovation."

Robust global demand anchors the fairs as key sourcing hub
Spanning 130,000 sqm across six halls, the 2026 fairs hosted **1,495 exhibitors from eight countries and regions**, attracting **77,031 buyers from 83 represented markets**. Notably, overseas buyers increased by **35%** year-on-year, with prominent representation from Brazil, Germany, India, Japan, Korea, the US and more.

The international turnout reflects broader momentum across the industries. In 2025, global toy sales hit USD 123 billion, with consumers aged 15 and above emerging as the fastest-growing segment[1]. Demand remains especially strong in developed markets, where collectibles, nostalgia products, and hobby-based play continue to gain traction. At the same time, Asia surpassed Europe to become the world's second-largest toy market, while demand in the baby and licensing sectors continued to strengthen. In line with this growth, the 2027 fairs will further enhance the **buyer programme,** ensuring more precise matchmaking between suppliers and high-intent buyers.

Emerging markets shape 2027 fair highlights
China's market is evolving just as swiftly, with original IPs and AI-interactive toys opening new avenues for growth[2]. Meanwhile, the country's trendy toy market is projected to exceed RMB 213.3 billion (around USD 31.5 billion) by 2030, with a CAGR of 18.7%.

In response, **Toy & Hobby China 2027** will feature the return of two dedicated zones designed to capture emerging demand. Following its successful launch at last edition, the **AI & Intelligent Toys Zone** will return with cutting-edge applications in robotics, AI storytelling, adaptive learning, interactive play and more. Concurrently, the **Trendy Toys & Collectibles Zone** will spotlight leading brands to drive consumer interest and support valuable IP and licensing partnerships.

Building on its refreshed positioning in 2026, **Licensing China** will showcase high-potential global IPs, character merchandising, and creative brand collaborations across animation and character, brand, sports, culture and art, entertainment licensing, licensed products, and more. **Baby & Stroller China** will also broaden its focus on premium goods, safety-driven innovations, and eco-friendly and smart gear to meet evolving market needs.

Expert-led forums and networking initiatives to drive synergy
Complementing the sourcing activities on the show floor, a strong lineup of fringe events will spark deeper dialogue among global experts and attendees. Highlights will include the **'World of Play' Summit**, the **Greater Bay Area Brand Licensing Industry Development Forum**, themed seminars and matchmaking sessions focused on key industry topics, VIP and city tours, and several networking events.

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

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[1] "Global Toy Market Hits $123B as 'Play' Expands Across Ages and Markets", June 2026, Circana, https://www.circana.com/post/global-toy-market-hits-123b-as-play-expands-across-ages-and-markets#:~:text=The%20definition%20of%20play%20is%20expanding%2C%20and,Growth%3F%20Four%20Category%20Trends%20at%20Play.%20Toys (Retrieved: August 2026)

[2] "AI, IP unlock new value in China's trendy toy market shift", July 2026, Xinhua, http://english.scio.gov.cn/in-depth/2026-07/20/content_118608574.html (Retrieved: August 2026)

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 2,700 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were about € 766 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.

Messe Frankfurt develops new business models based on its digital expertise. Its range of services encompasses venue rental as well as exhibition stand construction, marketing services, staffing services, and catering.

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For more information, please visit our website at:
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