

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



toy&hobby
CHINA



baby&stroller
CHINA



licensing
CHINA

Key brands and zones prepared for refreshed 2026 Toy & Hobby China, Baby & Stroller China, and Licensing China

Shenzhen, 8 January 2026. Set to feature six halls this year, Toy & Hobby China, Baby & Stroller China, and Licensing China are poised to capture more cross-sector opportunities, bolstered by the debut AI Smart Toy Area and the return of the sought-after Trendy Toys & Collectibles Zone. Exhibitors, buyer delegations and decision-makers from across the world have confirmed their participation from 9 – 11 April, setting the stage for meaningful engagement across the toy, baby product, and licensing industries at the Shenzhen World Exhibition & Convention Center.

As the fairs that signal the start of the sourcing season in South China, Toy & Hobby China, Baby & Stroller China, and Licensing China are well-positioned to set the tone for the market. The three interconnected sectors are experiencing growth on a global scale, particularly in the field of trendy toys and collectibles, along with AI smart toys which are projected to expand at a CAGR of 14.6%¹. In view of these trends, Toy & Hobby China will launch its **AI Smart Toy Area** in Hall 11 this year, complementing the **Trendy Toys & Collectibles Zone** introduced in 2025. With the Toy Award and Hobby Award showcases, business matching and many more fringe events on offer, the restructured fairground will be a dynamic hub of inspiration and collaboration, leveraging the vast Chinese market to drive business expansion.



The previous edition saw strong visitor flow from industry exhibitors, buyer delegations and decision-makers at Shenzhen World Exhibition and Convention Center. (Photo: Messe Frankfurt)

¹ "AI Smart Toy Market Report: Trends, Forecast and Competitive Analysis to 2031", April 2025, Research and Markets, <https://www.researchandmarkets.com/reports/6061362/ai-smart-toy-market-report-trends-forecast>, (Retrieved: December 2025)

Debut AI Smart Toy Area

Amid the rising demand for AI robots, smart toys, and learning aids, Toy & Hobby China is set to unveil a dedicated area for innovative products that highlight AI's transformative potential to enhance play. A key competitive edge of the new AI Smart Toy Area lies in its offerings of tangible smart products, such as AI robots, AI plush toys, and AI cameras designed to aid learning. Among others, YODO Robot – a robotics education company – is a key exhibitor in the area.

With an emphasis on AI-driven products, the area will keep visitors attuned to the market's evolving needs and promote valuable connections for uncovering the future of interactive and educational toys.

Trendy Toys & Collectibles Zone

Capturing the hearts of both kids and adults, trendy toys and collectibles also serve as a creative collaboration arena for the toy and licensing sectors. Building on last year's success, the zone will return with an updated, on-trend selection. The spectrum ranges from blind boxes and garage kits, to collectible and designer toys, ball-jointed dolls, capsule toys, collectible cards, stress-relief toys, animated merchandise, and action figures. New and returning exhibitors include 52TOYS, Fan Fan Inc., Funko, KAYOU, Keeppley, MOSHOWTOYS, and ZDTOYS.

Across the show floor, other highlighted exhibitors include:

Toys:

Aihao, Ai Shangrong, Aoger, Doubleeagle Industry (China) Limited, , Fischertechnik, iDoon, Jason Anime, JOYTOY, JUMPGO, Maisto, Manyoucang, Plus-Plus, Rastar Group, Shantou Chenghai District Leji'er Toy Co Ltd, Suamoon, Theo Klein, WAY STUDIOS and Welly.

Baby products:

Allobebe, BBH, Bold Baby, Cheeful Toys, Dodohani, Hi Tongnian, KEAN, Lebei, MLQ, Porsapim, QIXIAOKE, RUITING, Three Little Fish, Xuan Feng Sports, Yasmei, Yolarn, Youbeichen and Zobtree.

Licensing brands and IPs:

Boonie Bears, Boonie Cubs, Miraculous Ladybug, CATCH! TEENIEPING, MINIFORCE, Hello Carbot, Rainbow Rangers, My Little Pony, GUJI SAYS, BBang BBang's Diary, Pokemon, Shaun the Sheep, GG Bond, GoGo Bus, POP TEAM EPIC, TOMARMON, Yuewen Goods, Godzilla X Kong: Supernova, Empresses in the Palace, The Legend of Mi Yue, Garfield Family, B.duck, ChupaChups, FEIRENZAI, You Shou Yan, The Legend of Qin, Tian Xing Jing, KUMAMON, Natsume, Marsupilami, MOLE'S WORLD, SEER, SMILEY, Alpine F1 Team, FC Internazionale Milano, MEIHOUWANG, L.O.L. Surprise!, Transformers, SESAME STREET, Miffy, Lapin Tom, Dune3, Shugo Chara!, Owangboy, and Yujin-cho.

Buyers from around the world confirm participation

Recognising Chinese market potential, **overseas buyer delegations from India, Indonesia, Korea, Malaysia, Myanmar, the Philippines, Thailand, Vietnam** and more will be visiting the shows. A notable toy distributor in Vietnam, Viet Tinh Anh Joint Stock Company, and its retail chain stores, Mykingdom (toy shop), Clever Collection (kids' bags and stationery shop), Hobiverse (art toy shop), and ZuZu (toy shop) will be among the visitors.

Meanwhile, **buyers from 27 countries and regions** have completed their pre-registration, including those from Australia, Canada, Germany, Hong Kong, Japan, Korea, Malaysia, the Netherlands, Poland, Singapore, Thailand, the UK, Ukraine, and the US.

In addition to a range of forums and seminars, visitors can visit the Toy Award and Hobby Award display areas, participate in networking and business matching sessions, as well as enjoy a host of other value-adding events such as influencer livestreaming. The fringe programme will complement a diverse array of exhibitors showcasing their latest offerings, with the three shows forming a key platform for industry players eager to discover emerging trends, source quality products, and establish valuable connections.

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/>
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Your contact:

Peggy Sou
Phone: +852 2230 9235
peggy.sou@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong

www.messefrankfurt.com.hk

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 around € 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. 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
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).

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*Preliminary figures 2025