

# Fact sheet



 toy & hobby  
CHINA

7 - 9.4.2025  
SHENZHEN, CHINA

**Fair name** Toy & Hobby China 2025 – The 37th Shenzhen International Toy & Hobby Fair

**Fair date** 7 - 9.4.2025 (Mon - Wed)

**Location** Shenzhen World Exhibition & Convention Center  
No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China

**Exhibition space** 130,000 sqm (2024, including Baby & Stroller China and Licensing China)

**Exhibitor** Over 1,400 (2024, including Baby & Stroller China and Licensing China)

**Product group**

<b>Multiple Toys</b>	<b>Educational Products</b>
<ul style="list-style-type: none"><li>• Trendy and collectible toys</li><li>• Electronic toys</li><li>• Wooden and paper toys</li><li>• Dolls, plush and soft stuffed toys</li><li>• Construction sets and blocks</li></ul>	<ul style="list-style-type: none"><li>• Pre-school educational products</li><li>• Pre-school electronic products</li><li>• Pre-school amusement play-sets</li><li>• Educational toys</li></ul>
<ul style="list-style-type: none"><li>• Inflatable toys</li><li>• Outdoor &amp; sporting goods</li><li>• Cycling toys</li><li>• Hi-tech toys</li><li>• Models and miniatures</li><li>• Creative &amp; craftwork</li><li>• Musical toys</li></ul>	<ul style="list-style-type: none"><li>• STEM/STEAM tools</li><li>• Teaching aids</li><li>• Kindergarten equipment and supplies</li><li>• Special education needs (SEN) tools</li><li>• Books &amp; publication</li></ul>

**Special zone** International zone

**Fringe programme** Toy Award  
World of Play Summit  
Greater Bay Area Pre-school Education Innovation and Development Forum  
Marketing & Trend Forum  
Networking Events  
Business Matching Service

**Visitor admission fee** Free-of-charge. For trade visitors only. Persons under 16 will not be admitted.  
\*Open to public on the last day from 12pm

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