

# Greater Bay, greater play

[en.chinatoyfair.com](http://en.chinatoyfair.com)

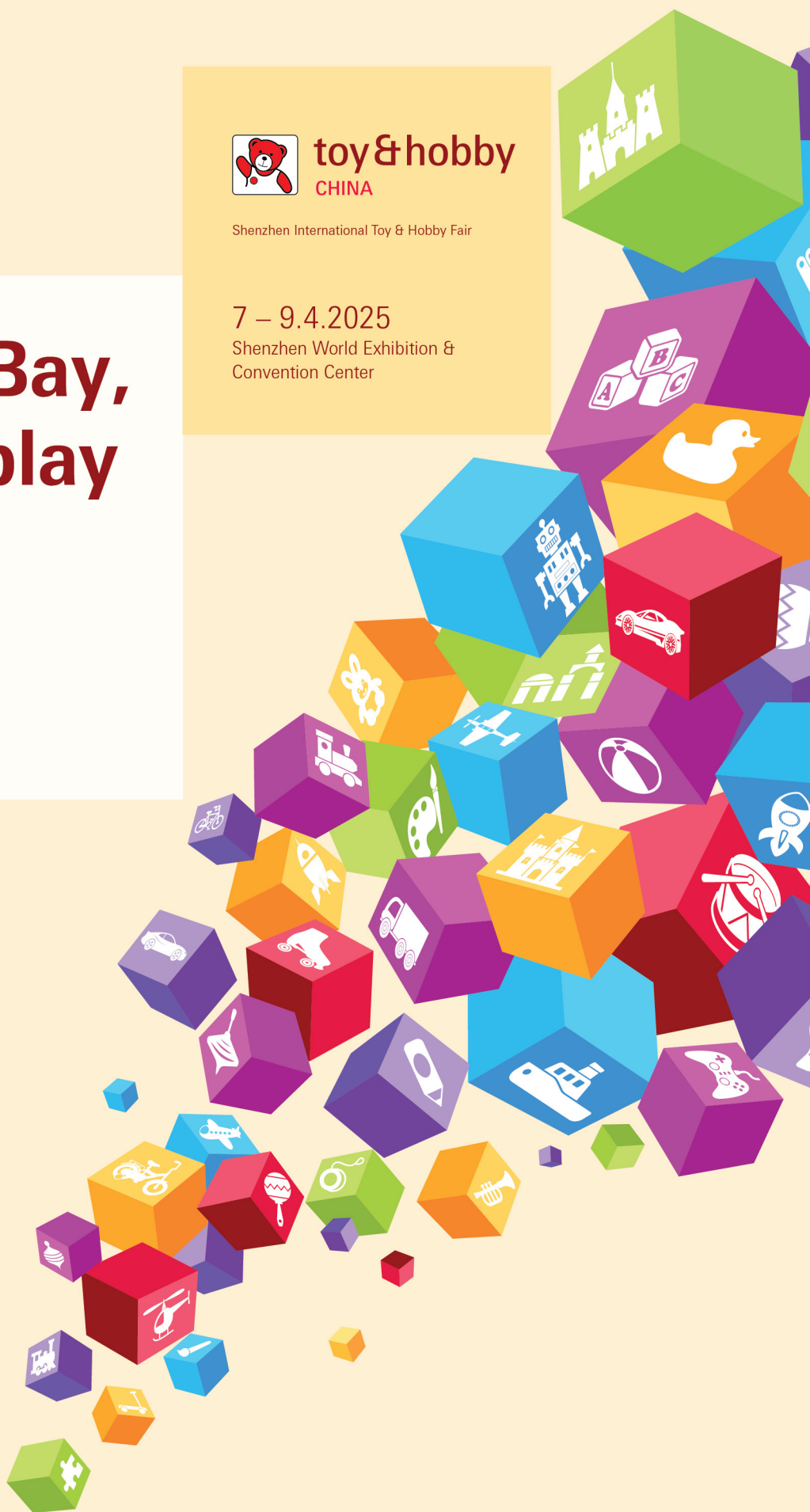


**toy & hobby**  
CHINA

Shenzhen International Toy & Hobby Fair

7 – 9.4.2025

Shenzhen World Exhibition &  
Convention Center



**messe frankfurt**

Guangzhou Li Tong Messe Frankfurt Co Ltd



**Guangdong Toy Association**

Guangdong Toy Association

# Discover the latest trends in the trendy toy sector at Toy & Hobby China

The 37<sup>th</sup> Toy & Edu China will rebrand as Toy & Hobby China. With the number of trendy toy consumers in China expected to reach 49 million by 2030, the fair's latest move is in response to the fast-growing demand from the trendy and collectible toy industry and the booming market, which mirrors evolving consumer trends among younger generations. Toy & Hobby China will continue to provide a comprehensive business platform for global industry players.



## New zone for trendy toys makes its debut

For its 2025 edition, the fair will introduce a brand new section – Trendy Toy Zone. This special area will feature various trendy and collectible toys including blind boxes, garage kits figures, ball jointed dolls, and cotton dolls and more – targeting consumers aged 14 and above. The zone will also showcase products that have expanded beyond traditional children's toys into the trendier realm, such as building blocks, plush toys, alloy car models, and remote control vehicles.

## The leading toy fair in Asia

### Excellent timing

The show period in April not only coincides with domestic market purchasing activities for upcoming festivals and vacations, but also marks the peak sourcing season for international buyers preparing for year-end promotions.

### Highly accessible location

Shenzhen is one of the major marketplaces for the toy sector across the globe. It is home to many wholesalers, importers and exporters in South China. Neighbouring Hong Kong provides overseas buyers with transport links to various railway stations and international airports.



### Synergy of concurrent shows

This comprehensive platform is well positioned to enable a wide range of exhibiting companies to capitalise on the opportunity by launching their latest innovations. The brands attract resources from chain stores, retail stores, e-commerce channels and more, aiming to promote cross industry development.

### Take advantage of the world's largest toy market

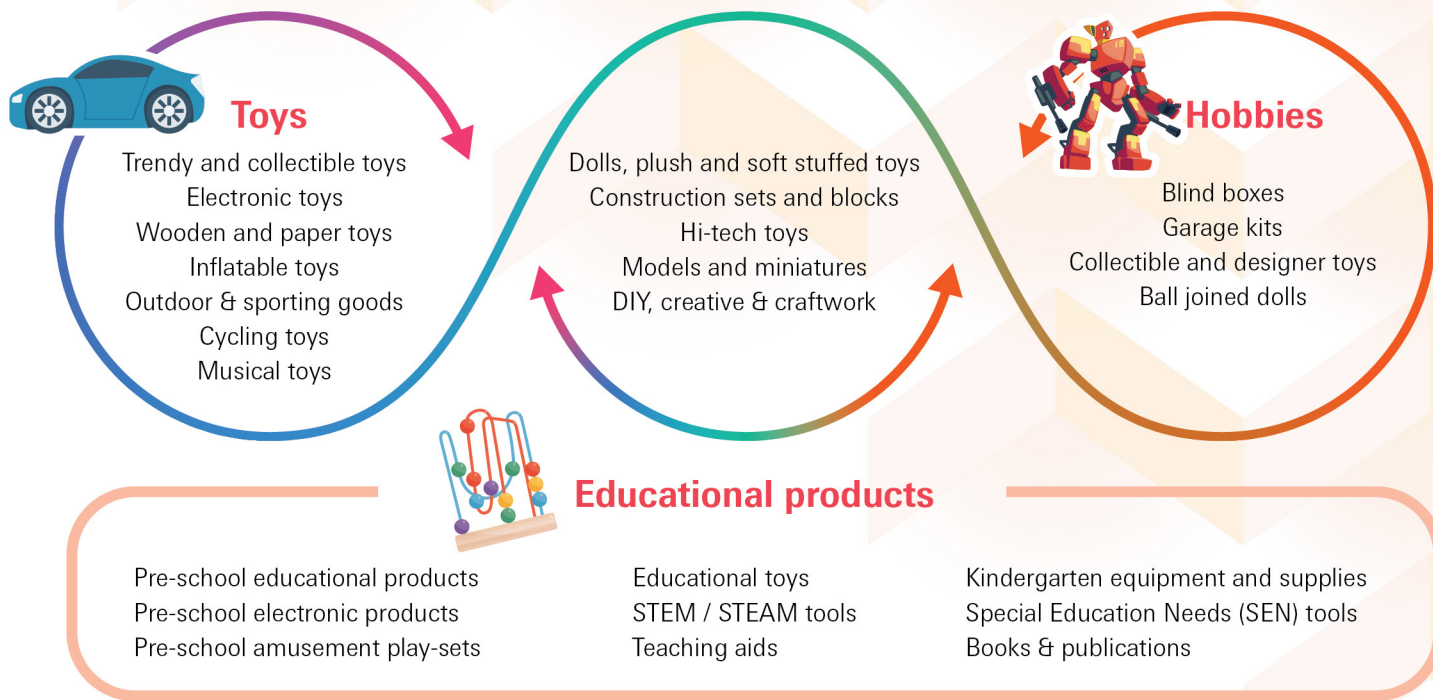
- **China market potential**  
The domestic toy market continues to experience rapid growth despite China's low birth rate. This growth is fuelled by the booming number of trending and collectible toys buyers, as well as the expanding demand from parents on STEAM and electronic toys, which can enhance their children's intelligence development.
- **China's leading hub for technological innovation**  
The increasing focus on advanced technology and R&D in Shenzhen means exhibitors can grasp this rising potential by bringing their latest innovative products to the fair.

### Unlock potential of China's growing trendy and collectible toy market

China's trendy toy market is booming, projected to surge at a 24% CAGR to over RMB 110 billion (USD 15.1 billion) by 2026. To capitalise on this thriving sector, the fair will place a greater emphasis on featuring trendy toys.



## Product groups



## 2024 fair review



**130,000**

sqm gross exhibition space



**1,420**

exhibitors from  
7 countries & regions



**2,100+**

exhibiting brands

(Figures include Baby & Stroller China and Licensing China)

## Featured exhibitors from past editions



## Exhibitors' voices

"Toy & Hobby China has always been an important platform for promoting our products to the domestic market, enabling us to meet with industry peers and gather market feedback. The visitor flow is very good, with many high-quality target buyers presenting efficient networking and partnership opportunities."

**Ms Elva Zhou, Multi-media Manager, Gifted Minds (Shanghai) Co Ltd, China**

"We showcased a new collection of children's cosmetics to the global market at this highly influential fair. Results exceeded expectations, with many retailers, department stores and lifestyle stores showing interest, and we received orders from Korean and Thai clients on the first day. We also noticed more new media and livestreaming e-commerce buyers; which are growing focuses for us."

**Mr Karmen Zhang, General Manager, Guangzhou Estar Culture Co Ltd, China**

## Partner associations





## 2024 fair review: meet your target customers



**67,295** visitors from  
70 countries & regions.

**97%**

of visitors were satisfied with their visit.

**92%**

of visitors played a decisive, collective or  
consultative role in purchasing decisions.

**95%**

of visitors plan to return in 2025.

(Figures include Baby & Stroller China and Licensing China)

## International zone: a 'must visit' for buyers

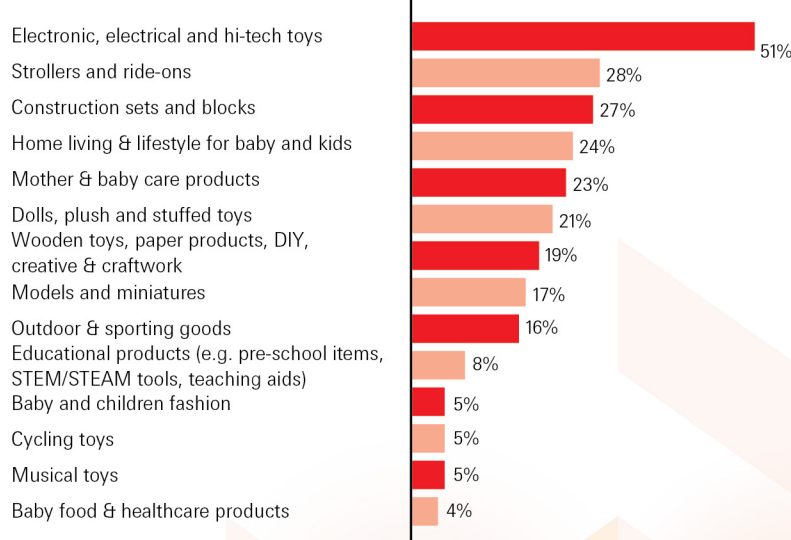
Displaying over 100 bestselling brands from around the world, the zone is well-recognised by Chinese buyers who deem overseas products of high quality.

- Prime location with heavy flow of visitors
- Distinctive booth design
- Customised pre-show marketing solutions
- Exclusive exhibitor services

## Visitors' business nature



## Visitors' interests by product groups



(Total percentage is over 100 because of multiple selections)

## New vertical channels

Other than traditional distribution channels, the fair also attracts visitors from emerging online channels, adapting to the e-commerce retail era.

**Influencers / KOLs**

Xiaohongshu  
TikTok

Live streaming  
Photo / video post

**Community group buyers**

Weibo  
Community network

Drop shipping  
Group buying

## Past buyer highlights





# Fringe events: more than just an ordinary trade fair



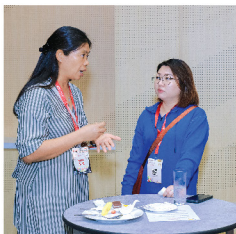
## Forums and seminars

A collaborative platform for industry players to discuss market trends and exchange ideas.\*



## Business matching

Onsite meetings with suitable buyers, free interpreting services on request.



## Networking events

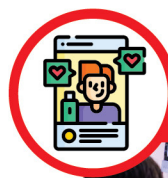
Meet and greet industry players in exclusive cocktail reception.\*



## VIP tours

Introduce your company to a group of targeted and premium buyers.

\* To be customised based on your specific needs



## KOL livestreams



## Toy Award



## Year-round marketing with our networks



# Promote your business via our network

## Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media

## Chinese media

Database: **30+** regions

Advertisements & press releases: **20+** media



and more...



and more...

## Direct marketing



SMS broadcasts



Direct e-mailing



Telemarketing

## Online marketing



Social media

## KOL live streaming



## Updates: China's visa exemption scheme valid until the end of 2025

- Travellers from 11 European countries and Malaysia can enter China visa-free.
- Enter and stay in China for up to 144 hours without a visa when transiting to a third country.

# Fair facts

## Date

7 — 9 April 2025

## Venue

Shenzhen World Exhibition & Convention Center

## Address

1 Zhancheng Road, Fuhai St, Bao'an, Shenzhen, China

## Admission

Free-of-charge. For trade visitors only.

## Organisers

Guangdong Toy Association

Guangzhou Li Tong Messe Frankfurt Co Ltd

Messe Frankfurt (HK) Ltd

# Contact

## Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Tel: +852 2230 9237

Email: [toy@hongkong.messefrankfurt.com](mailto:toy@hongkong.messefrankfurt.com)

## Guangdong Toy Association /

## Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza

69 Xian Lie Zhong Road, Yuexiu District,

Guangzhou, China

Email: [toy@china.messefrankfurt.com](mailto:toy@china.messefrankfurt.com)

<http://en.chinatoyfair.com>

# Concurrent events



**baby & stroller**  
CHINA

Shenzhen International Stroller, Mother and Baby Product Fair



**licensing**  
CHINA

Shenzhen International Licensing and Licensed Product Fair

# Cost

## Participation fee

Standard booth

**RMB 1,900** / sqm (min 9 sqm)

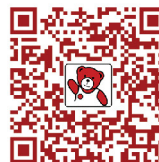
Raw space

**RMB 1,450** / sqm (min 36 sqm)

10% surcharge on corner booth

**10% early bird discount\***  
\*make full payment by 20 December 2024

## Follow us on social media



Subject to change, as of July 2024

