

Greater Bay, greater play

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toy&hobby
CHINA

Shenzhen International Toy & Hobby Fair

31.3 – 2.4.2027

Shenzhen World Exhibition &
Convention Center



messe frankfurt



Guangdong Toy Association

Discover the latest trends in the trendy toy and AI sectors at Toy & Hobby China

With nearly four decades of experience, Toy & Hobby China has become one of the world's leading annual toy events, serving as a key platform for domestic and overseas market expansion.

As the first major industry fair in South China each year, the platform unites distributors, retailers, e-commerce players, trendy toy chain stores, lifestyle stores, cultural and creative bookstores, theme parks, video game stores and influencers. The fair spotlights emerging trends such as trendy toys and AI products, showcases latest offerings, builds networks and shares valuable market updates for business growth.



2026 fair exhibitor review



130,000 sqm
gross exhibition space



1,495 exhibitors
from 8 countries & regions



38 years
accumulation of buyer
networks and resources

(Figures include Baby & Stroller China and Licensing China)

Asia's premier toy industry fair



Excellent timing

Held in April to align with domestic festival orders and international buyers' year-end promotion sourcing.



Take advantage of the world's largest toy market

China's toy market grows rapidly despite low birth rates, driven by trendy toy collectors' interest and parents' demand for STEAM / AI toys.



Highly accessible location

Shenzhen - China's toy trade hub with easy access to global buyers via Hong Kong's transport network.



Exclusive trendy toy launches and releases

Trendy toy exhibitors value the fair's influence. The previous edition attracted brands for exclusive launches, driving hype and effectively bridging B2B and B2C marketing, distribution and sales.



Synergy of concurrent shows

A cross-industry launchpad for innovations, connecting brands with retail chains, e-commerce, and multi-market partners.



Riding the AI toy wave

Offers AI-enabled early education, interactive play, and tech-infused collectibles to shape the next generation of the global toy industry.

Exhibitors' voices

"We have garnered immense interest, and the visitor profile here has been outstanding, ranging from domestic e-commerce and livestreaming platforms to numerous international clients."

Ms Tianqi Lin, Sales Director,
Anhui YODO Intelligent Robot Co Ltd, China

"This is our second time exhibiting at this fair and we are thrilled to see the expansion of the trendy toys and collectibles sector, transcending the boundaries of conventional toy fairs."

Ms Jenna Chen, Marketing Manager, China,
FUNKO (Dongguan) Pop Culture Limited, China



2026 fair visitor review



77,031 visitors from 83 countries & regions.

95%

of visitors were satisfied with their visit.

91%

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

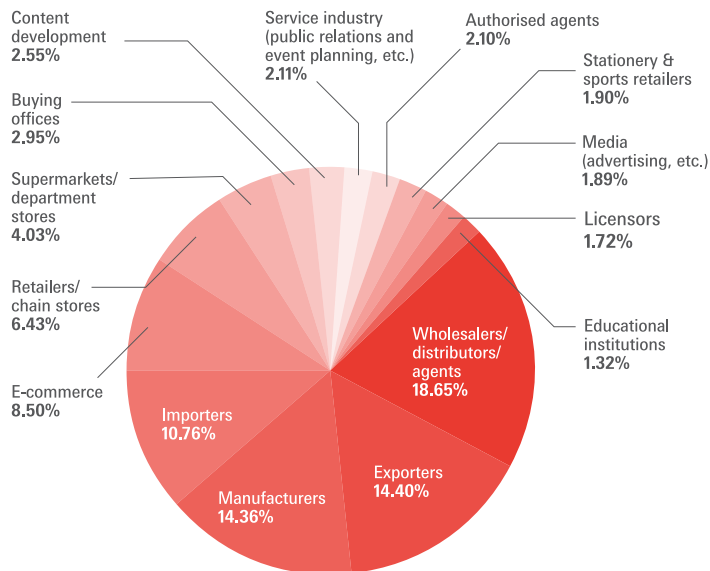
93%

of visitors plan to return in 2027.

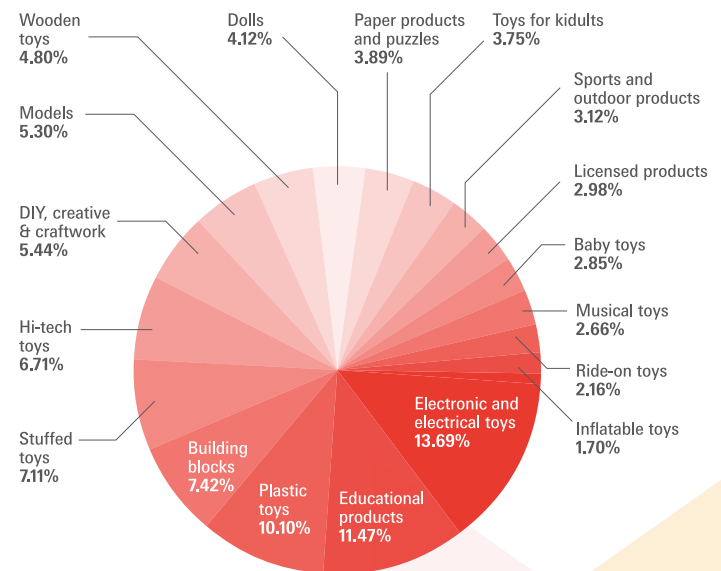
Recorded a 35% YoY uptick in overseas buyers

(Figures include Baby & Stroller China and Licensing China)

Visitors' business nature



Visitors' interests by product groups



New vertical channels

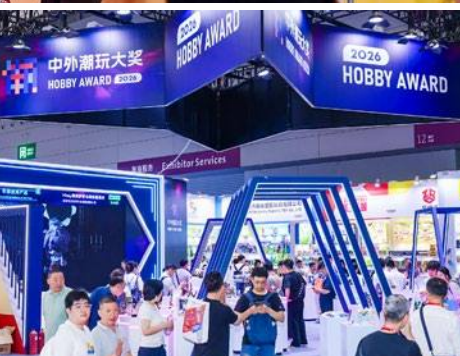


Scan the QR code for more feedback from exhibitors and visitors!

Past buyer highlights



*In arbitrary order



Value-added exposure to accelerate market breakthroughs

- Toy Award
- KOL livestreams
- Hobby 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



Direct marketing



Social media marketing



KOL live streaming



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 at exclusive cocktail reception.*



VIP tours

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

* To be customised based on your specific needs

China's latest visa exemption scheme (as of November 2025)

Travellers from 55 countries and regions, including Australia, Brazil, Brunei, Chile, France, Germany, Italy, Japan, Korea, New Zealand, and Spain can enter and stay in China for up to 240 hours visa-free transit.

Fair facts

Date

31 March – 2 April 2027

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

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Subject to change, as of July 2026

Concurrent events



baby & stroller
CHINA

Shenzhen International Stroller, Mother and Baby Product Fair



licensing
CHINA

Shenzhen International Licensing and Licensed Product Fair

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Cost

Participation fee

Raw space

RMB 1,590 / sqm (min 36 sqm)

Standard booth

RMB 1,908 / sqm (min 9 sqm)

10% surcharge on corner booth

10% early bird discount*

*make full payment by 18 December 2026