

Fact sheet



 toy & hobby
CHINA

7 - 9.4.2026

SHENZHEN, CHINA

Fair name Toy & Hobby China 2026 – The 38th Shenzhen International Toy & Hobby Fair

Fair date 7 - 9.4.2026 (Tue - Thu)

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

Exhibition space 130,000 sqm (2025, including Baby & Stroller China and Licensing China)

Exhibitor Over 1,400 (2025, including Baby & Stroller China and Licensing China)

Product group

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

Special zone International Zone
Hobby Toy & Toy Award Display Area

Fringe programme Toy & Hobby Award Ceremony
World of Play Summit and Get-together
Hobby Trends & Brand Globalization Summit
Cross-Border E-Commerce Development Conference and Global Sourcing Event
Marketing & Trends Forum
Networking Events
Business Matching Service
City Tour

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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