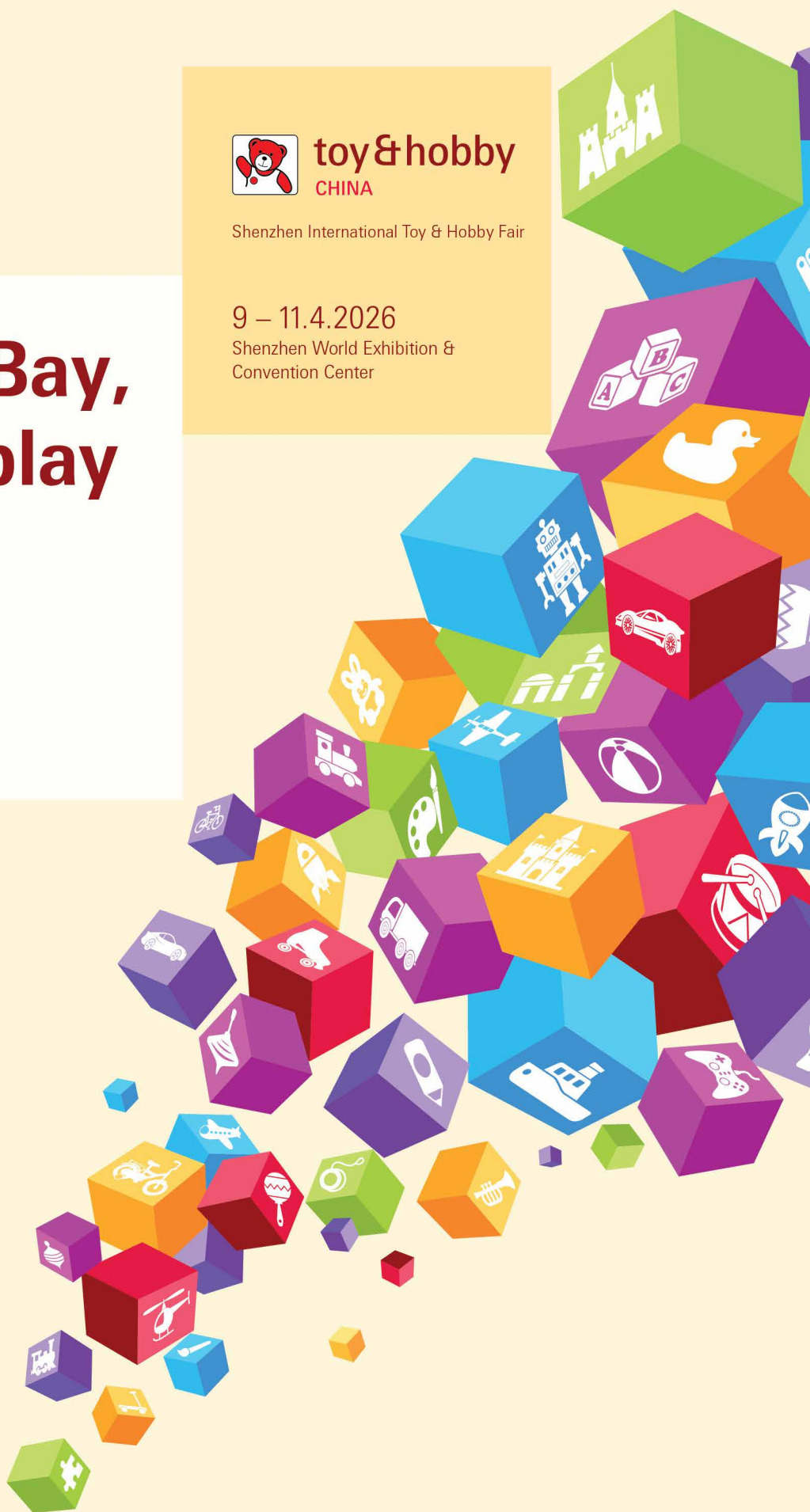




9 – 11.4.2026

# Greater Bay, greater play

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



messe frankfurt

Guangdong Toy Association

Guangdong Toy Association

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

Since 2025, the Toy & Edu China has successfully rebranded as Toy & Hobby China. China's trendy toy market reached RMB 72.7 billion in 2024 and is projected to grow to RMB 110.1 billion by 2026, with consumers potentially reaching 49 million by 2030. Toy & Hobby China will continue to align with market demands and provide a comprehensive business platform for global industry players.



## The Trendy Toys and Collectibles zone is returning!

- Blind boxes
- Garage kits
- Collectible and designer toys
- Ball jointed dolls
- Capsule toys
- Collectable cards
- Stress relief toys
- Animated merchandise
- Figures

## The leading toy fair in Asia

### Excellent timing

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

### Highly accessible location

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

### Synergy of concurrent shows

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



### 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.

### Exclusive trendy toy launches and limited releases

Trendy toy exhibitors value the fair's influence. Last edition attracted brands like MOSHOW TOYS and Funko for exclusive launches, driving strong buzz and effectively bridging B2B & B2C marketing, distribution and sales.







## 2025 fair review:



**72,330** visitors from 79 countries & regions.

**98%**

of visitors were satisfied with their visit.

**95%**

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

**95%**

of visitors plan to return in 2026.

(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.

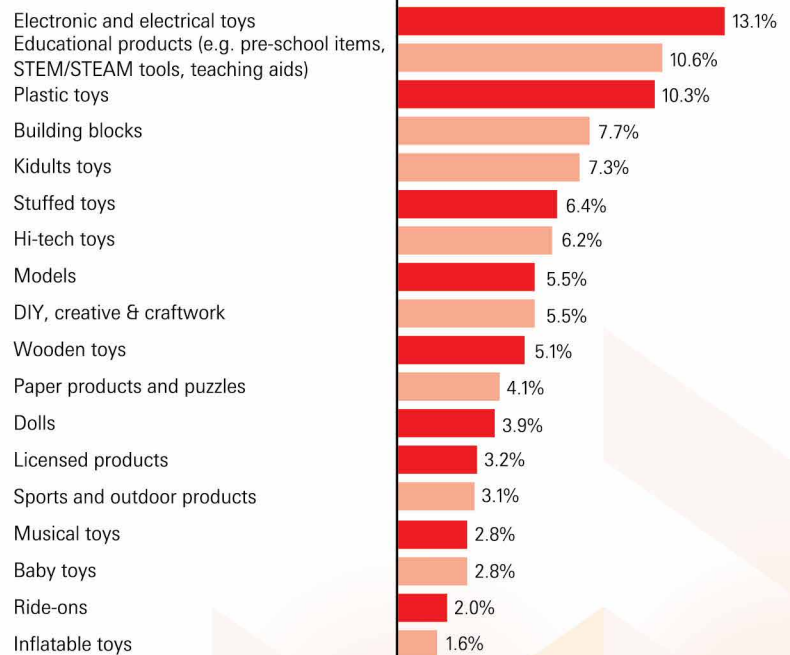
- Prime location with heavy flow of visitors
- Distinctive booth design
- Customised pre-show marketing solutions
- Exclusive exhibitor services

## Visitors' business nature



Buyer groups for the trendy toy sector also include: trendy toy chain stores, lifestyle stores, animated merchandise stores, cultural and creative bookstores, collectible toy stores, claw machine and capsule toy stores, traditional toy sales channels, comprehensive e-commerce, social platforms / media, and more.

## Visitors' interests by product groups



(Total percentage is over 100 because of multiple selections)

## New vertical channels



**Influencers / KOLs**

Xiaohongshu  
TikTok

Live streaming  
Photo / video post

**Community group buyers**

Weibo  
Community network

Exhibition visit,  
product review



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

## Past buyer highlights



\*In arbitrary order



# Fringe events: more than just an ordinary trade fair



**Toy Award**



**Hobby Award**



**KOL livestreams**



**Year-round marketing with our networks**



## 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

# 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 latest visa exemption scheme (As of April 2025)

- Travellers from 38 countries, including Australia, Brazil, Brunei, Chile, France, Germany, Italy, Japan, Malaysia, New Zealand, Peru, Spain, South Korea and Uruguay can enter China visa-free.
- Enter and stay in China for no more than 30 days without a visa.



## Fair facts

### Date

9 — 11 April 2026

### 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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## 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

Raw space

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

Standard booth

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

10% surcharge on corner booth

**10% early bird discount\***  
\*make full payment by 20 December 2025

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