

news +++ Toy & Edu China, Baby & Stroller China, Licensing China
Shenzhen World Exhibition and Convention Center, China, 8 – 10 April 2024



toy & edu
CHINA



baby & stroller
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licensing
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Learn from fun: trending educational products in spotlight at Toy & Edu China, Baby & Stroller China and Licensing China

Shenzhen, December 2023. With a higher living standard for many families around the world, modern parents are willing to spend more on educational products that can facilitate their children's development. Amidst the rising demand for educational products, China's leading platform for the industry is set to shine a spotlight on this thriving sector in its upcoming 2024 edition. Toy & Edu China, Baby & Stroller China and Licensing China will be held concurrently again at the Shenzhen World Exhibition and Convention Center from 8 to 10 April 2024.



A wide range of STEAM educational products fulfil buyers' sourcing demand at the fairs. (Photo: Messe Frankfurt)

The rising popularity of educational toys that promote STEAM (Science, Technology, Engineering, Arts, and Mathematics) learning is set to drive demand, as parents and educators increasingly search for toys that combine entertainment and learning. Their aim is to improve logical, reasoning, social and communication skills through an efficient and fun approach.

A recent study forecasts the global educational toys market to grow from USD 61.6 billion in 2023 to USD 106.26 billion by 2030, at a CAGR of 8.1% during the forecast period. China is recognised as the most significant regional market for this sector, while the expanding middle-class population in Asian countries prompts manufacturers to offer a wider variety of learning and education toys¹. The liberalisation of China's childbirth policy is also expected to be a driving force for this growth, with educational value, enjoyment factor and image of IP-licensed toys considered as the three main priorities for Chinese consumers².

A trend of rising significance at exhibitor booths

Ms Annie Zhang, Senior Sales Manager from Gifted Minds (Shanghai) Co Ltd, a supplier who showcased educational products from renowned German brands such as MIC-O-MIC, Plus Plus and Fischertechnik at the 2023 edition, offered her insights on this market segment: "Our STEAM products are geared primarily towards the domestic market, and as Chinese parents are now willing to spend more on high-quality educational toys for their children, the outlook for this sector will continue to improve. We're eager to leverage this business platform for resource sharing and to stay apprised of current market trends. It also helps us connect with the right sales channels and meet new and returning customers face-to-face."

Data from the previous Toy & Edu China show that 14% of onsite buyers specifically expressed interest in educational toys and products, topping the list among all other product groups. Major product groups within the educational category, including building sets, games and puzzles, sports and outdoor toys for toddlers and children of different age groups, will once again be prominently showcased in the upcoming April shows to meet the growing sourcing demand. Highlighted exhibitors include Bolotree, BOWA Toys, Bravokids, Eastcolight and Playmonster.

With its strategic location in Shenzhen in close proximity to the world's main toy manufacturing and export base, the platform is ideally situated for international trade.

The joint fairs will also serve as a window for players to keep track of the industry trends through the comprehensive fringe programme held concurrently onsite; the "World of Play" Summit will be a highlight event discussing the latest market insights and developments.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by the Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

Press information and photographic material:

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

¹ Fortune Business Insights: Educational Toys Market Size, By Type, By Age Group, By Distribution Channel, and Regional Forecast, 2023 - 2030. <https://www.fortunebusinessinsights.com/educational-toys-market-106324>

² HKTDC Research: China's Toy Market. <https://research.hktdc.com/en/article/Mza3ODUwOTUx>

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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>

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Background information on Messe Frankfurt

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Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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* Preliminary figures for 2023