

Trendbriefing 2023



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Kind + Jugend
07.09. - 09.09.2023
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#kindundjugend

Current Trends for Baby and Children's Products



The baby and children's equipment market is experiencing a fascinating evolution driven by sustainability, artificial intelligence, new smart technologies and multifunctional products. These trends are not only shaping the market, but also consumer behavior, especially among Millennials and young Generation Z.

New Priorities and Consumer Behavior

Companies continue to have a tough time with massive price increases - for both consumers and companies -, inflation and supply shortages. Although restrained consumer behavior seems to be slowly recovering after the start of the Ukraine-Russia war, rising prices are still holding back consumer spending. Additionally, growing concern about climate change is also leading young parents in particular to consume more sustainably and thus more modestly. All this makes it even more challenging to offer the target group real added value and convince them to buy trendy products.

Sustainability is a Big Plus

The appreciation of sustainability has developed into a differentiation criterion that significantly influences purchase decisions. For example, companies are increasingly focusing on longer use, second-hand offers and the responsible use of resources. In the baby and children's equipment industry, this has developed far beyond recyclable packaging: UPPAbaby uses soy-based inks for all printing materials and cartons and is currently also working on a recycled aluminum program for stroller frames. Brands in the toy industry, such as MODU, offer a sustainable solution for less consumption. The Dreamer Set life-sized building toy is based on several components made in Europe from 100% recyclable materials, which makes it easier to disassemble, recycle and repair, and extends the life of the product. Users can build a broad variety of functional and engaging toys. Träumeland also produces in Austria for ecological reasons and benefits from short supply chains.

Sustainable or recycled materials also remain high on the agenda across all divisions: whether it is cotton onesies in organic quality, MAM's pacifiers made from bio-renewable material, or the latest innovation from Norwegian brand reTyre, which replaces rubber tires with specially manufactured bio-based pneumatic tires for strollers.

Parents Love Multifunctional and Growing Along Products

Products that grow alongside the child and adapt to the needs of children and parents are becoming increasingly more popular. There are not only sustainable reasons for this trend; after all, products that offer several functions at the same time naturally save time and money. Child car seats that are able to grow with the

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child and combo strollers that cover several age groups have long been an integral part of the baby and children's equipment industry and are constantly being developed further. This year, Australian manufacturer Redsbaby is introducing their NUVO Pram, the first double stroller to fold with seats attached when parent and world-facing in both single and double mode. Nuna's new infant carrier also follows the multifunctionality trend: it can be used both on the stroller and in the car, making an extra infant carrier for one or the other unnecessary.

Omnichannel Experience and AI: New Ways of Interaction

The combination of online and offline channels and the use of AI-powered solutions are revolutionizing the sales market. A seamless omnichannel experience enables consumers to discover and purchase products on different platforms. Artificial intelligence is being applied to product development and marketing by generating creative suggestions and personalizing interactions with consumers.

Augmented Reality and Smart Features: Virtual Reality for Parents

The integration of augmented reality into web stores is trending and opens the possibility for parents to virtually visualize products such as strollers and child car seats. "This technology enables a realistic representation of decision-relevant details that cannot be conveyed by photos alone," explains Stefan Eipeltauer, founder and CEO of FOKUS KIND Medien & ARkid. "Products in digital stores thus gain presence in physical space, and the real sales area can be expanded with the help of digital product variants." Augmented reality will thus probably play an increasingly important role in sales in the future.

Smart features are also becoming more important in order to increase safety and comfort. High-tech baby monitors have been established for some time, but now smart functions are also making their way into other product segments: With the smarla cradle from swing2sleep, parents can even control their cradles very simply via app and benefit from features such as an activity sensor, sleep analysis and push messages on all measured values directly to their smartphone. An innovative age for the baby and children's equipment industry!

Koelnmesse - industry trade fairs for the children's first years segment:

Koelnmesse is the world's top trade fair organiser in the premium baby and toddler products segment. At the trade fair grounds in Cologne/Germany, the leading international trade fair Kind + Jugend is an established, central industry platform for the global trade and ordering business and presents an annual showcase of the latest products, trends and innovations. In addition to the event at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally: Pueri Expo in São Paulo/Brazil is the largest trade fair in Latin America for premium baby and childcare products, bringing leading Brazilian and international brand manufacturers together with buyers and retailers from across the region with a carefully targeted approach. With Kind + Jugend ASEAN in Bangkok/Thailand, the successful brand is launching an additional event specifically tailored to the emerging Southeast Asian region.

Further information: <https://www.kindundjugend.com/fair/industry-sector>

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 07.09. - 09.09.2023
Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo
23.04. - 25.04.2024
Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN,
Bangkok 25.04. - 27.04.2024

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No. 6 / August 2023, Cologne
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The industry is looking forward to Kind + Jugend

Around 1,000 exhibitors from 46 countries in Cologne ++ 90,000 square metres of space ++ Return of well-known brands and many new manufacturers ++ Focused lecture programme and trend preview ++ Innovation Award with 24 nominations and first-time presentation of Midwives' Choice award ++ Fully booked Start-up Area ++ Kind + Jugend app

The countdown has begun: In just a few days, Kind + Jugend in Cologne will once again put the spotlight on the creativity and innovation in the baby and toddler industry. From 7 to 9 September 2023, around 1,000 exhibitors from 46 countries will present a diverse range of products and innovations for babies, toddlers and parents. The offerings include travel systems, children's furniture, textiles, clothing, hygiene items, safety and networked electronics, and educational and recreational toys. Beyond product showcases, the trade fair will serve as inspiration for retailers with highlights like special events, practical lectures in the Trend Forum and the highly acclaimed Innovation Award ceremony.

This year, Kind + Jugend will cover a gross exhibition area of 90,000 square metres spread across all levels of Hall 10, one level of Hall 11 and the Congress Centre East. This represents a significant increase compared to the previous event. This is also reflected in the return of many major market leaders such as Joie, Nuna and Graco, ABC Design, Britax Römer, Hartan, Hauck, Cam il mondo, Delta Children, Lässig, Nuby, Paidi, Peg Perego, Roba Baumann, Rotho, Thule and Uppababy. The distinctive appeal of Kind + Jugend lies in its role as an important business platform not only for many small and medium-sized companies but also industry giants.

International presence at the trade fair

The share of international exhibitors is considerable. The event boasts around 92 percent of exhibitors from abroad, while the overall participation of German manufacturers remains strong. Particularly notable is the strong representation of exhibitors from Turkey and Poland.

The international character of the trade fair extends to the visitors as well, with guests expected from over 100 countries. A look at the preregistrations shows that more than 60 percent of the visitors will be international. Overall, the trade fair once again expects to attract a high calibre of visitors: Traditionally, over 70 percent of visitors hold leadership positions and more than 90 percent are directly involved in making purchasing decisions, firmly establishing Kind + Jugend as the industry's foremost business platform.

Innovative highlights on the Trend Forum stage.

Located in Hall 11.2, the Trend Forum offers trade fair visitors tremendous added



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value with a diverse stage programme. This includes practical presentations, exclusive insights and groundbreaking trends. Selected experts from the fields of market research, online marketing, social media and sustainability will share their insights into the key trends and developments of the coming months.

The Immersive Shopping special exhibition area, once again brought to life through the collaboration of Koelnmesse and ARkid by FOKUS KIND Medien, highlights innovative technologies and features that can be used in B2C and B2B channels, providing an attractive digital platform for conveying product information and configurations.

Presentation of the Innovation Award and new Midwives' Choice award

The 120 applications from 25 countries received for the Kind + Jugend Innovation Award underscore the innovative power of the industry and commitment to driving forward current trends.

A total of 24 products have been nominated by the international expert jury. The trade fair will open with the award ceremony in Hall 11.2 on 7 September 2023, at 11 a.m. All of the nominated products will be exhibited at a special event in the same hall.

This year also marks the first-time presentation of the new Midwives' Choice award. A jury of midwives, in partnership with Hebammen-testen.de, will select the three most innovative products from all the submissions.

International Start-up Area und young innovative companies from Germany

The fully booked Start-up Area in Halls 10.1 and 10.2 will also be bursting with innovative spirit and ambition. Once again, 20 young companies will seize the opportunity to present their creative products and advance their business. The selected start-ups come from eleven countries. The largest representation will be from European companies, but entrepreneurs from South Korea, Israel and the US will also be in Cologne with their pioneering concepts.

Navigation and information before and during the trade fair thanks to the app

In addition to easy and well-structured access to exhibitor data and hall plans, the Kind + Jugend app also includes a useful networking feature. The digital ticket required for exhibitors, visitors and the press to access the trade fair is also stored in the app. Please note that all tickets are available exclusively online (no on-site ticket sales).

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