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#kindundjugend

“This is how a trade fair should be”

Innovative, inspiring, international: Kind + Jugend wows more than 15,000 trade visitors in Cologne
International participation increases to 76 percent ++ Baby and toddler industry makes impact with innovative solutions ++ Vibrant atmosphere in exhibition halls

The mood was amazing and everyone was very pleased to see so many visitors. It is back - the long-missed Kind + Jugend feeling!

Going with this positive vibe, this year’s trade fair had not been this innovative, inspiring and international for a long time. It has been a testament to its position as the leading global event for baby and toddler products. “We have achieved all our goals and sent a clear signal to the entire industry,” said Oliver Frese, Chief Operating Officer of Koelnmesse. “The results show that Kind + Jugend is the definitive platform for presenting, discussing and marketing new innovative products and ideas. This is how a trade fair should be,” continued the COO. Jörg Schmale, Director of Kind + Jugend, summed up the trade fair as follows: “The atmosphere was phenomenal, we have achieved a major breakthrough.”

Over the course of three full days, the exhibition halls buzzed with vibrant energy driven by the lively networking and business activities. Continuing its pre-pandemic success, Kind + Jugend welcomed 974 exhibitors from 46 countries (2022: 480 exhibitors from 37 countries). This year, the event drew around 15,000 trade visitors from 113 countries to the world’s largest industry gathering in Cologne. The combination of high level of expertise among visitors along with the quality and innovation showcased by the exhibitors was a key factor in ensuring that the trade fair could lead the way for the entire industry.

The world comes together at Kind + Jugend

Boasting an international share of 92 percent for exhibitors and 76 percent for visitors, this year’s trade fair was the most global to date. The majority of visitors came from all over Europe, with the Netherlands, Great Britain, Poland and Italy leading the way. Particularly pleasing was the significantly higher number of visitors from overseas that once again made their way to Cologne, especially from the US, Taiwan, China and the United Arab Emirates. The number of visitors from Germany increased by 31 percent compared to the previous year, underscoring the trade fair’s status as an established industry platform within Germany.

The trade fair where trends and innovations are born

The market for baby and toddler products is facing significant economic challenges.



Kind + Jugend
07.09. - 09.09.2023
kindundjugend.com

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
e-mail
m.majerus@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

At the same time, the industry is undergoing a fascinating transformation driven by sustainability, artificial intelligence, new intelligent technologies and multifunctional products. These trends are not only shaping the market but also consumer behaviour, especially among millennials and the younger Generation Z.

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Many of the products showcased by the exhibitors that were nominated for or won the Innovation Award fall into these categories. The award recognises outstanding new products in the baby and toddler industry each year.

Kind + Jugend 2023 in numbers

Kind + Jugend 2023 featured the participation of 974 companies from 46 countries, with a foreign share of 92 percent. Among them were 80 exhibitors from Germany and 894 exhibitors from abroad. Including estimates for the last day of the fair, Kind + Jugend 2023 saw around 15,000 visitors from 113 countries (2022: around 10,000 visitors from 103 countries). The international share of trade visitors was 76 percent. *

Dates for Kind + Jugend 2024

Next year, Kind + Jugend will be held during the week from Tuesday, 3 September to Thursday, 5 September 2024.

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:

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

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 03.09. - 05.09.2024

Note for editorial offices:

Kind + Jugend photos are available in our image database on the Internet at www.kindundjugend.com/imagedatabase in the "News" section. Press information is available at: www.kindundjugend.com/Pressinformation

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Your contact:

Markus Majerus

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: +49 221 821 2627

E-Mail: m.majerus@koelnmesse.de

www.koelnmesse.com