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#kindundjugend

Kind + Jugend solidifies position as global leading trade fair for baby and toddler products



Around 15,000 thrilled trade visitors from 115 countries in Cologne ++ Foreign share nearly 77 percent ++ Lively atmosphere in exhibition halls ++ Positive response to new schedule ++ New formats well received by exhibitors and retailers ++ Focus on sustainability, multifunctionality and smart technologies

Kind + Jugend
03.09. - 05.09.2024
www.kindundjugend.com

Abundant networking opportunities, a dynamic business environment and new ideas - from 3 to 5 September, Kind + Jugend delivered an all-round successful trade fair experience for exhibitors and trade visitors from all over the world, further solidifying its position as the leading international trade fair for baby and toddler products.

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Kind + Jugend as trendsetter for the global industry

The presence and return of renowned exhibitors highlights the international importance of Kind + Jugend as a central industry meeting point. Drawing 912 exhibitors from 43 countries, the trade fair sent a positive message to the entire industry and made a significant impression on visitors. Approximately 15,000 trade visitors from 115 countries seized the opportunity to discover the latest products and innovations, forge connections and seal business deals.

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“The vibrant atmosphere in the exhibition halls and favourable feedback from our customers underscore the event’s strong performance. Once again, Kind + Jugend has demonstrated that it is indispensable as a business and innovation platform for the global industry,” emphasized Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

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

The Innovation Award and additional Midwives’ Choice award, alongside a dedicated special exhibition and wide-ranging lecture programme, afforded visitors a compact overview of new developments, future trends, and innovations from both industry and retail. Experts from Germany and abroad used the Trend Forum to present the latest studies and analyses, explain business models and share best practices with an engaged audience of industry professionals.

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

“Kind + Jugend is a must-attend event for anyone who wants to see what the children’s rooms of tomorrow will look like on all seven continents. New products and trends are presented in Cologne before anywhere else. The future of the industry happens here,” says Jörg Schmale, Director of Kind + Jugend.

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

This year’s Kind + Jugend featured top trends such as multifunctional products, solutions that simplify daily life, products that grow with the child, ergonomic

designs, and smart technology aimed at enhancing child safety. Sustainability continued to be a key focus. A growing number of products are being made from recycled materials and some manufacturers even offer recycling and upcycling programmes.

Page

2/3

Trade fair makes impact with new and enhanced formats

This year's Kind + Jugend combined established formats like the Start-up Area and Young Innovators area with new concepts, which were very well received on all three days of the trade fair. The event premiered the Novelties Trail with a concise overview of the year's most exciting new products. Furthermore, the new Networking Zone created more opportunities for personal exchange and conducting business.

The decision to hold the trade fair from Tuesday to Thursday was met with positive feedback from both exhibitors and trade visitors, contributing to the overall success of the event.

In addition, the trade fair supported social projects by donating 100 products to charity in partnership with Diakonie Michaelshoven in celebration of Koelnmesse's 100th anniversary.

Kind + Jugend 2024 in numbers

Kind + Jugend 2024 featured the participation of 912 companies from 43 countries, with a foreign share of 90 percent. This included 88 exhibitors from Germany and 824 exhibitors from abroad. Including estimates for the last day of the fair, around 15,000 visitors from 115 countries attended Kind + Jugend 2024. The international share of trade visitors was 77 percent.

Dates for Kind + Jugend 2025

The next Kind + Jugend will take place from 9 to 11 September 2025.

*All figures were calculated in accordance with the guidelines of FKM, the Society of Voluntary Control of Fair and Exhibition Statistics (www.fkm.de).

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.

Note for editorial offices:

Kind + Jugend photos are available in our [image database](#). Press information can be

found [here](#). If you reprint this document, please send us a sample copy.

Page
3/3

You can find more information about the Kind + Jugend at www.kindundjugend.com, on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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