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#kindundjugend

## Kind + Jugend 2025: Successful early booking phase sends positive signal to baby and toddler industry



Kind + Jugend, the leading international trade fair for the baby and toddler industry, is starting the new trade fair year on a positive note following a successful early bird phase. Just three months after the last event, more than 70 per cent of the planned exhibition space has already been booked. The number of registrations for Kind + Jugend 2025 is thus 25 per cent higher than last year. Companies from 32 countries, including Germany, other parts of Europe, the US, Australia, and a growing share from the UK, have confirmed their participation in the upcoming event. It is particularly pleasing to welcome back many exhibitors who were last present at Kind + Jugend in 2019.

“We are very satisfied with how Kind + Jugend 2025 is coming along so far. The high level of interest and feedback from the industry gives us tremendous momentum,” says Jörg Schmale, Director of Kind + Jugend.

Among the exhibitors already registered are top brands such as 4Kraft, ABC Design, Alvi, Avova, Axxid, Baby Brezza, BrandLine, Britax Römer, Cam il Mondo, Carello, Casa Tomara, Chicco/Artsana, Delta Children, Done by Deer, Foppa Pedretti, Graco, Hauck, iCandy, Ideo Group, Joie/Nuna, Kids2, Lässig, Little Dutch, Nuby, PAIDI, Peg Perego, Qtus, Quax, Roba Baumann, Rotho Babydesign, Silver Cross, Skip Hop, Smart Trike, Smiths Assen, Sterntaler, Thule, Träumeland, Tutti Frutti, Twistshake, Uppababy and Zöllner.

Registrations are evenly spread across the trade fair’s seven theme worlds (Moving & Travelling, Furniture & Facility, Home Textiles & Decoration, Toys & Education, Maternity & Kids Fashion, Mom & Kids Care, Safety & Monitoring). Kind + Jugend therefore remains true to its concept of representing the full range of baby and toddler products for retailers.

This diversity is also reflected in the offerings and programmes for potential exhibitors, who benefit from tailored options such as the EASY Entry Package for newcomers. For the first time, a special Maison et Objet stand construction package is also being offered for companies that want to exhibit first in Paris and then in Cologne.

In 2025, Kind + Jugend will take place immediately after the Maison et Objet event in Paris on new dates from 9 to 11 September. The industry has welcomed this

Kind + Jugend  
09.09. - 11.09.2025  
[www.kindundjugend.com](http://www.kindundjugend.com)

Your contact:  
Melanie Bessert  
Tel.  
+49 221 821-2486  
e-mail  
[M.Bessert@koelnmesse.de](mailto:M.Bessert@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](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
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decision along with the Tuesday-to-Thursday schedule introduced in 2024, which will continue due to the positive feedback. This change demonstrates Kind + Jugend's responsiveness in meeting the needs of the industry - a flexibility that is also reflected in the continuous improvement of the trade fair. For instance, the hall layout is being modified to accommodate the new requirements of exhibiting companies and trade visitors. Hall 11.1 will be expanded further and stand concepts like the Novelties Trail enhanced. The successful Start-up Area and Young Innovators programme will be back due to strong demand.

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**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.

**The next events:**

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo  
27.04. - 29.04.2025

Kind + Jugend ASEAN - The Premier Trade Show for Maternity, Baby & Kids Products  
in ASEAN, Bangkok 12.06. - 14.06.2025

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 09.09. - 11.09.2025

**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.

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

**Your contact:**

Melanie Bessert  
Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2486  
m.bessert@koelnmesse.de  
www.koelnmesse.com