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#kindundjugend

This is the next generation of parents

Kind + Jugend and TrendBible present the top trends in the baby and toddler industry

What drives the next generation of parents? What values, needs and lifestyles are shaping the products of tomorrow? As the leading international trade fair for premium baby and toddler products, Kind + Jugend is teaming up with esteemed futures agency TrendBible to provide an exclusive preview of the top consumer and product trends for the coming year. Visitors can experience them firsthand at the trade fair in Cologne from 9 to 11 September 2025.

Trends as a compass for innovation and market success

"Trends are far more than fleeting phenomena. They offer valuable insights and inspiration for innovation in a changing world. By showing where markets and consumer needs are headed, they play a vital role in future-ready product development," explains Jörg Schmale, Director of Kind + Jugend. "We're excited about our partnership with TrendBible and thankful for their profound expertise in trend research, design and strategy."

This year's trend forecast, curated by Anri Hamilton from TrendBible, delivers valuable insights into how tomorrow's parents think and how their desires and expectations are changing. The four central themes point towards greater autonomy, a sense of purpose and smart sustainability.

Four trends shaping the baby and toddler market in 2026

Freedom with safety

Young parents are increasingly questioning the ideal of the constantly present, overprotective "helicopter parent." Rather than monitoring every move, they want spaces where their children can discover the world independently while staying safe. This "safe enough risk" philosophy is gaining momentum, prompting brands in the play, outdoor and wearables categories to create products that allow freedom without compromising safety.

"In 2026, we'll see a growing shift towards 'safe enough risk' - where caregivers begin to embrace the idea that giving children space to explore and learn independently is just as important as keeping them safe," explains Anri Hamilton, trend expert at TrendBible.

Products that inspire wonder

A new awareness of neurodiversity and the growing influence of AI technologies are paving the way for hyperpersonalised, immersive play, learning and storytelling experiences. At the heart of this transformation in product development are



Kind + Jugend
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www.kindundjugend.com

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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

imagination, curiosity and creative freedom, brought to life through exceptional designs, captivating stories, and multisensory experiences. As Schmale puts it, “the industry thrives on diversity in design and attention to detail.”

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Practical and well thought out

Faced with time and budget constraints, parents are increasingly looking for products that combine convenience, sustainability and smart design with good value for money. They want durable, multifunctional solutions that adapt to everyday family life, grow with the child and bring joy. Jörg Schmale shares some examples - “There are some truly exciting ideas and solutions out there, such as suitcases that transform into strollers, bags that open into play mats, customisable twin strollers and bike trailers that convert into comfortable wagons in just a few simple steps.”

Sustainable material innovations

Biodegradable materials made from cellulose or food waste, safe plastic alternatives and sparkling textures with a wow factor feel - the industry is finding bold ways to combine environmental consciousness with engaging product experiences. Brands are placing greater emphasis on sustainable supply chains, smart material choices, and AI-powered production processes to balance quality, availability, and cost-effectiveness while reducing waste.

Tangible trends at Kind + Jugend 2025

At Kind + Jugend 2025, the featured trends are not just abstract concepts - they are tangible. As a driver of innovation in the industry, the trade fair in September creates a platform where forward-looking (product) developments can be seen, experienced and talked about.

In the new Trend Space (Hall 11.2), trade visitors from around the world will have the opportunity to receive a one-on-one consultation with Stefan Barksby from TrendBible, and also discover a wealth of real-world trend applications from over 800 exhibitors representing more than 40 countries.

In addition, the Innovation Award ceremony, including the special Midwives' Choice award in the Europasaal, the accompanying Innovation Award Exhibition (Hall 11.2), and the New Product Trail (Hall 10.2, Stand F40), will provide guidance and inspiration for the retail trade.

Further information about the event program and highlights at Kind + Jugend 2025 can be found [here](#).

About TrendBible and trend expert Anri Hamilton

TrendBible is a leading international futures agency that helps global brands in the baby and children's segment develop the products and services that future generations truly need - and want.

Anri Hamilton is a trend expert at TrendBible with over 12 years of industry experience in trend research, styling and design in the baby and toddler segment. Her work focuses on actionable, customer-oriented trend analyses and forecasts

that help global brands prepare for the lifestyles of tomorrow.

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Further information can be found at www.trendbible.com.

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:

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

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo
26.04. - 28.04.2026

Kind + Jugend - The Trade Show for Kids' First Years, Cologne September 2026

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, on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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