

No. 6 / August 2025, Cologne  
#kindundjugend

## Kind + Jugend 2025 is all set - get ready for brand diversity, innovations and business



Today's parents expect more than just beautiful designs. They want safe, smart and sustainable products for real family life. That is exactly what Kind + Jugend 2025 in Cologne is about. From 9 to 11 September, the international industry event of the year will transform the exhibition halls into a showcase for innovations that will shape the future of family life. Over 800 exhibitors from 44 countries will present current and upcoming trends, the latest products and top sellers spread across three hall levels.

### Kind + Jugend - a firm fixture in the industry

Manufacturers, retailers and thought leaders all over the world use Kind + Jugend to introduce new products live, forge valuable connections and explore new business opportunities. The trade fair's seven theme worlds cover the entire range of high-quality baby and toddler products, including clothing, toys, furniture, transport and safety solutions, and care and lifestyle items. In addition to the impressive variety of products, trade visitors will also find a high-calibre, dynamic event programme, exclusive industry insights and a professional environment for conducting business.

"I'm very pleased with how Kind + Jugend 2025 is looking as we approach opening day. Industry excitement is at an all-time high," says Jörg Schmale, Director of Kind + Jugend. "Despite challenging economic conditions, the trade fair remains a steady fixture in the market, proving once again that it is the unrivaled leader and the most important business and networking platform in the industry."

### Together in Cologne - from global players to start-ups

The international lineup of exhibitors reads like a who's who of the baby and toddler industry, with names like ABC Design, Britax Römer, Cam il Mondo, Chicco, Cybex, Delta Children, Ergobaby, Hauck, Joie/Nuna, Jollein, Kids2, Little Dutch, Nuby, Paidi, Skip Hop, Thule, Träumeland and UPPAbaby, as well as many small and medium-sized specialist providers. The combination of leading brands, creative newcomers and hidden champions makes Kind + Jugend an unparalleled source of inspiration for retailers.

More than 30 international start-ups will present their ideas in Hall 10.2 and 11.2. Supported by the Federal Ministry for Economic Affairs and Energy, German startups will present their forward-looking solutions at the Young Innovators pavilion in Hall 10.1. International pavilions, including from the UK and Denmark, underscore the global focus of the trade fair.

### Programme and event highlights 2025

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

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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

Kind + Jugend kicks off day one with a highlight - the presentation of the Innovation Award and special Midwives' Choice award at 11 a.m. in the Europasaal. The nominated products selected by an independent jury are now on the trade fair website.

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Also new and exciting is the Trend Space - Playground for Innovation, Networking & Knowledge in Hall 11.2. This meeting point for those seeking actionable insights and expert knowledge offers an exceptional lecture programme, engaging panels and stimulating discussions. Trade visitors can also schedule personal consultations with Stefan Barksby (TrendBible) and Karin Wahl (POS design and product presentation expert) in the modern Consultation & Knowledge Hub lounge. The Innovation Award Exhibition, also housed in the Trend Space, presents the winning and nominated products from the Kind + Jugend Innovation Award and outbound fairs, making the new area a go-to destination for information, exchange and inspiration.

The New Product Trail in Hall 10.2 will once again provide a concise overview of the industry's most exciting new products - ideal for discovering fresh ideas for your product range.

The AFTER SEVEN PARTY on the evening of the second day is another standout event in the Kind + Jugend programme. Set against the backdrop of the Rhine and Cologne Cathedral, the party creates the perfect opportunity for relaxed networking and celebrating.

An overview of the full programme can be found via the event search on the website.

**Tickets for Kind + Jugend 2025 are available in the ticket shop.**

**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

**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.

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

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