

No. 8 / September 2025, Cologne  
#kindundjugend

## Kind + Jugend 2025 is once again the global industry meeting point



**Around 15.000 trade visitors from 108 countries in Cologne ++ Foreign share nearly 79 percent ++ Dynamic atmosphere and non-stop networking ++ Exhibitors praise the high calibre of trade visitors ++ New Trend Space proves hugely popular ++ Sustainability, smart technology and multifunctional concepts take centre stage**

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

Three days packed with inspiration, innovation and international business have come to a close - from 9 to 11 September, Kind + Jugend 2025 transformed Cologne into the global meeting point for the baby and toddler industry. Around 800 exhibitors representing 43 countries showcased their new products, top sellers and latest trends in seven theme worlds. Around 15.000 trade visitors from 108 countries seized the opportunity at the leading trade fair to seek inspiration, expand their networks and experience the most important industry trends firsthand.

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

"Kind + Jugend 2025 has once more highlighted how vital it is for the international baby and toddler industry. Based on our conversations with exhibitors, their positive feedback - particularly their praise for the high calibre and internationality of trade visitors - confirms that this trade fair is the industry's foremost business and innovation platform," said Oliver Frese, Chief Operating Officer of Koelnmesse.

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)

Driven by the lively atmosphere throughout the entire venue, the trade fair provided the ideal setting for knowledge exchange, networking and business success. From impromptu conversations at the stands to scheduled meetings and events like the AFTER SEVEN PARTY on the second evening of the trade fair, Kind + Jugend 2025 proved once again to be an effective platform for securing new business and forging strategic partnerships.

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

"Kind + Jugend is the industry's global showcase. New ideas, innovative solutions and products are presented here for the first time. The resulting exchange helps shape the future of our industry and provides valuable insights that drive long-term progress," added Jörg Schmale, Director of Kind + Jugend.

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

### Innovations and trends in focus

Innovation again took centre stage at Kind + Jugend in 2025. The new Trend Space - Playground for Innovation, Networking & Knowledge showcased the products of the Innovation Award winners and nominees in a dedicated exhibition. At the award ceremony on the first day of the trade fair, a jury of midwives also presented the special Midwives' Choice award in partnership with [hebammen-testen.de](http://hebammen-testen.de). Both awards drew significant attention and set the tone for three days filled with new

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

products and inspiration.

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The Consultation & Knowledge Hub featured a diverse lineup of lectures, panels, and discussions, giving the trade audience key insights into upcoming developments and market trends. The programme also included personal consultations with Karin Wahl on POS design and product presentation, as well as with Stefan Barksby from TrendBible on how to leverage micro- and macro trends.

The prominent trends found throughout the exhibition halls also reflected how multifaceted and forward-looking the industry is. Solutions that provide children with safe yet self-directed spaces to explore, show-stopping products - from exceptional designs to multisensory experiences - stood out, alongside multifunctional grow-with-me concepts that adapt to the changing needs of families. At the same time, sustainable materials and recycling ideas established themselves in the innovation spectrum, along with ergonomic solutions and the growing use of smart, digital technologies designed to make everyday life more intelligent and efficient.

#### **Fresh ideas, global inspiration**

The New Product Trail again proved to be a popular destination for trade visitors in 2025. Whether as a starting point or inspiring stop, this dedicated area provided a quick orientation and concise overview of the year's new products.

In the Start-up Area and the Young Innovators pavilion - sponsored by the Federal Ministry for Economic Affairs and Energy (BMWE) - around 30 young companies showcased fresh ideas and creative approaches. The nine country pavilions reflected the strong international focus of the trade fair.

#### **Kind + Jugend 2025 in numbers**

Kind + Jugend 2025 featured the participation of around 800 companies from 43 countries, with a foreign share of 91 percent. Including estimates for the final day of the fair, Kind + Jugend 2025 drew around 15.000 visitors from 108 countries. The international share of trade visitors was 79 percent.

#### **Looking ahead to Kind + Jugend 2026**

The next Kind + Jugend will take place from 15 to 17 September 2026.

For the first time, the trade fair will feature a central theme aimed at providing guidance, inspiration and added business value, while creating an expanded platform for forward-looking ideas, knowledge transfer and industry exchange.

\*All figures were calculated in accordance with the guidelines of FKM, the Society of Voluntary Control of Fair and Exhibition Statistics ([www.fkm.de](http://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.

**The next events:**

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.

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](mailto:m.bessert@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)