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Kind + Jugend presents new theme for 2026: Growing with AI - New opportunities for the baby & toddler products industry



Kind + Jugend is kicking off the 2026 trade fair cycle with a clear forward-looking key theme, Growing with AI - New opportunities for the baby & toddler products industry. From 15 to 17 September 2026, the leading international trade fair for high-quality baby and toddler products will focus on the opportunities, advantages and responsible use of artificial intelligence (AI) for manufacturers, retailers and families.

The trade fair helps shape technological transformation by providing a central platform for innovation and exchange between industry and retail. It is the perfect environment for key market players to explore AI-related developments together using examples from best practices.

“Artificial intelligence is already firmly established in the baby and toddler industry and will become one of the most important drivers of innovation in the years ahead,” says Jörg Schmale, Director of Kind + Jugend. “Our key theme, Growing with AI, puts us at the forefront of this development, showing at Kind + Jugend 2026 exactly what this technology can do for the sector, without losing sight of the human element.”

AI is the engine driving transformation across the entire value chain. It accelerates new product development through data-driven insights, optimises production processes for greater efficiency and resource conservation, and equips retailers with the tools for more precise forecasting and personalised customer engagement. At the same time, AI is increasingly making its way into everyday family life through smart products and services that make caregiving, safety and staying organised significantly easier.

At Kind + Jugend 2026, visitors can see firsthand the various ways that these developments are shaping the baby and toddler sector. International exhibitors - including established market leaders, innovative start-ups and technology providers - will present new practical applications, smart products and digital solutions. Established formats like the New Product Trail, Trend Space and Innovation Award add further impetus, highlighting both trends and market-ready innovations.

The Growing with AI theme underscores Kind + Jugend’s commitment to sustainable and responsible growth - technologically driven, but firmly anchored in values. The use of AI raises questions about data protection, security, transparency and ethical

Kind + Jugend
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standards, which Kind + Jugend 2026 addresses directly.

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Exhibitors who want to showcase their innovations in AI, digital services or smart product solutions can now register for Kind + Jugend 2026 and help shape the future of the industry.

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.

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

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