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## A look at Kind + Jugend 2026 - opportunities for exhibitors



Preparations for Kind + Jugend 2026, taking place from 15 to 17 September in Cologne, are progressing very well. As the leading international trade fair for baby and toddler products, it brings together manufacturers, brands and retailers from around the world, creating the perfect platform for business, networking and showcasing the latest products and developments. This year's key theme, "Growing with AI - New opportunities for the baby & toddler products industry," puts the spotlight on the opportunities and responsible use of artificial intelligence (AI) in the sector.

### Meeting point for the global industry

Spanning seven theme worlds, Kind + Jugend presents the full breadth of high-quality baby and toddler products in one place - making it the go-to platform for market overview, range planning and ordering. Direct manufacturer comparisons and face-to-face dialogue enable international retail and purchasing professionals to coordinate efficiently and make informed business decisions. With additional formats and special areas like the Trend Space, Innovation Award and New Product Trail, Kind + Jugend generates targeted momentum and highlights the latest trends and developments in the industry.

Around 800 exhibitors from 50 countries are expected at the upcoming edition, with over 80 percent of exhibition space already booked. Numerous market leaders and fast-growing companies have confirmed their participation early on, including 4Kraft, Artsana, AXKID, Baby Trend, BabyBjörn, Britax Römer, CTP Innovations, CYBEX, Delta Children, Done by Deer, FOPPA PEDRETTI, Hartan, hauck, Ideo, Julius Zöllner, Kids2, Kika Group, Lässig, Little Dutch, Nûby, Joie/Nuna, Peg Perego, roba Baumann, Skip Hop, Smits Assen, Thule, Träumeland and UPPAbaby.

"Kind + Jugend is a key fixture on the international trade fair calendar for the baby and toddler products industry. It brings supply and demand together and puts innovations and trends on the radar early. Strong participation from leading companies and exhibition space booked well in advance speak to Kind + Jugend's continued relevance in the global market - and why meeting face to face and experiencing products in person still matter," said Jörg Schmale, Director of Kind + Jugend.

### Innovation Award - applications now open

An integral part of the trade fair, the Kind + Jugend Innovation Award has begun

Kind + Jugend  
15.09. - 17.09.2026  
[www.kindundjugend.com](http://www.kindundjugend.com)

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

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Torsten Burmester

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

accepting submissions. Registered exhibitors have until 27 June 2026 to submit their new products via the Kind + Jugend [website](#).

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The Innovation Award is a well-established industry accolade, held in high regard by trade professionals and retailers, and considered an important indicator of forward-looking product developments. An independent international jury evaluates the entries and presents awards in seven categories - Moving & Travelling, Furniture & Facility, Home Textiles & Decoration, Maternity & Kids Fashion, Toys & Education, Safety & Monitoring, and Mom & Kids Care. The competition also includes the Midwives' Choice award granted by a jury of midwives in partnership with [hebammen-testen.de](#).

### **New Product Trail - where the latest products take the spotlight**

The New Product Trail gives exhibitors an additional opportunity to increase the visibility of their key new products beyond their stand. Located in Hall 10.2, this special area brings together selected products, giving trade visitors a concise overview of current developments. Positioned centrally as a prominent secondary placement, the format is one of the most heavily frequented areas of the trade fair. This creates additional touchpoints for exhibitors and increases the international visibility of their new products.

Further information and booking options can be found [here](#).

### **Market access for young companies**

In addition to leading manufacturers and brands, Kind + Jugend also caters to start-ups and young companies every year. The always fully booked Start-up Area and the Young Innovators programme funded by the Federal Ministry for Economic Affairs and Energy (BMWE) are two established formats that offer attractive participation conditions.

These two special areas give up-and-coming companies the opportunity to present their products to an international trade audience and make connections with retailers at an early stage. This provides them with direct access to key markets and networks.

More information about these and other participation opportunities, including the EASY Entry package, can also be found on the official Kind + Jugend [website](#).

### **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.

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**The next events:**

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 15.09. - 17.09.2026

**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](#).

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