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AI in the children's room? Trust, not price, is the deciding factor



One in two parents is open to the use of artificial intelligence in products for babies and toddlers. A new YouGov study commissioned by Kind + Jugend shows where parents see opportunities - and what conditions manufacturers need to meet.

Kind + Jugend
15.09. - 17.09.2026
www.kindundjugend.com

Artificial intelligence (AI) is increasingly becoming a driver of innovation in the baby and toddler industry. While many parents recognise the opportunities of smart technologies and AI-powered products for babies and toddlers, safety and data privacy remain decisive. These are the findings of a recent YouGov study commissioned by Kind + Jugend, the leading international trade fair for high-quality baby and toddler products. Half of the parents are open to such applications, while the other half remains sceptical. This means the industry has to navigate between the drive for innovation and the need for trust.

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From 15 to 17 September 2026, Kind + Jugend will address precisely this development with its key theme, Growing with AI - New opportunities for the baby & toddler products industry, focusing on the opportunities, advantages and responsible use of AI for manufacturers, retailers and families.

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Trust beats price

While many parents are generally open to the use of AI in products for babies and toddlers, this does not mean that they accept new technologies blindly. Instead, they base their purchasing decisions on clear criteria. Cost is not the biggest obstacle when it comes to purchasing AI-powered products. Parents of children up to five years old cite safety concerns (36 percent) and data privacy issues (35 percent) as the top reasons for their reluctance. Twenty-six percent of respondents worry about the potential effects on their child's development. Price comes next at 23 percent.

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

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

"The findings clearly show that the future of AI products for families does not depend solely on technological innovations. Building trust and ensuring transparency in the responsible handling of sensitive data will be key," says Jörg Schmale, Director of Kind + Jugend. "This is precisely the discussion we want to drive forward at Kind + Jugend 2026 with our key theme, Growing with AI."

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

AI in the children's room - already a reality

Despite the concerns about data privacy and safety, the study shows that smart

technologies and AI-powered products have become part of everyday family life. More than half of all parents surveyed are already using such applications - from health and nutrition apps to sleep trackers and organisational tools.

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However, the study shows there is plenty of untapped potential - 42 percent of respondents say they still have not used any products or apps based on smart technology.

Young parents are driving this development

The use of smart technologies is particularly high among young parents. Among 18-to-24-year-olds, only around one in ten say they do not currently use such products or applications. At the same time, they make above-average use of health and nutrition apps, digital development trackers and smart baby monitors.

This usage pattern is also reflected in the general attitude of parents with children up to five years old when it comes to AI in products for babies and toddlers. Young parents aged 18 to 24 are particularly receptive, with 68 percent open to AI products. Among 25-to-34-year-olds, the figure is still 56 percent. Acceptance continues to decline with increasing age, dropping to 43 percent among parents aged 35 and older. The up-and-coming generation of parents are proving to be especially tech-savvy and open to AI-powered solutions.

There are also differences between mothers and fathers. While 59 percent of fathers are open to AI products, the figure for mothers does not even reach half (41 percent). For manufacturers, this is an opportunity to target trust-building right where purchasing decisions happen.

Parents want intelligent everyday helpers

The study also shows where parents see the greatest value in intelligent technologies like AI. Most often, they would like help with organising and coordinating family life (29 percent) and household tasks (29 percent), followed by safety (26 percent). Parents also see potential for smart applications in the areas of leisure (25 percent), health and well-being (24 percent) and nutrition (22 percent).

When asked about the products they would like to see in the future, parents came up with a wide range of ideas that highlight where they see the most value in intelligent technologies. Suggestions included AI-powered development trackers that recognise milestones and offer personalised recommendations, smart baby monitors that track breathing, sleep and health, and digital nutrition and everyday assistants that help families with meal planning and grocery shopping. Respondents also repeatedly expressed a desire for applications that can analyse a baby's cues or crying, and help parents better understand their child's needs.

The wishes of parents show that intelligent solutions are in demand - ones that make everyday family life easier while also building trust. Kind + Jugend 2026 in Cologne will show which innovations can unlock this potential in the future.

Tickets and information about the programme and exhibitors are available at www.kindundjugend.com.

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About the survey

The data is based on an online survey conducted by YouGov Deutschland GmbH on behalf of Kind + Jugend (Koelnmesse GmbH). A total of 1,029 parents were surveyed in June 2026, including 413 parents with children up to age five. The survey was quota-based and the results were weighted. The respondents were representative in terms of the number of children in the household and region.

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.

The next events:

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

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