

No. 5 / August 2026, Cologne

Kind + Jugend 2026 event programme - AI, trends and innovation take centre stage



Event programme looks ahead to key trends shaping the industry ++ Trend Space shows how artificial intelligence (AI) is transforming products, retail and consumer behaviour ++ Innovation Award, New Product Trail, Start-up Area and AFTER SEVEN PARTY deliver even more highlights

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

From 15 to 17 September 2026, Kind + Jugend, the leading international trade fair for high-quality baby and toddler products, will bring together manufacturers, retailers, media representatives and industry experts in Cologne. Around 700 exhibitors from over 40 countries will present their new products, latest developments and top sellers for babies, toddlers and parents. The varied event programme offers visitors more than just a traditional product showcase. It gives them many opportunities to gain a better understanding of key industry topics and spot relevant market trends early.

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Trend Space brings AI to life for the industry

The Trend Space - Playground for Innovation, Networking & Knowledge in Hall 11.2 is the go-to place for knowledge sharing and exchange. This interactive area turns this year's key theme, "Growing with AI - New opportunities for the baby & toddler products industry" into a tangible experience. The series of talks explores how AI is transforming the industry - from products and services to e-commerce, brand management and consumer behaviour.

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AI will be explored in greater depth in talks by speakers such as Tor Ivry of Nanit and Stefan Warner. Ivry's session, "From Baby Monitor to Parenting Intelligence: How AI Is Redefining the Infant Sleep Category," looks at how data-driven applications are reshaping the baby monitor market. In his presentation, "Online Stores in the Age of AI: How to Stay Ahead in the Storm," Warner addresses the demands placed on digital retail models in the age of AI. Other sessions will cover chatbot management, AI-powered visuals and implementation speed in international e-commerce.

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

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

"Artificial intelligence is changing how products are developed, services are created and target groups are reached. The Trend Space gives the industry the opportunity to explore what this development means - not just technologically, but also from a retail and market perspective. This kind of knowledge exchange is precisely what makes Kind + Jugend so valuable for the international professional community," says Jörg Schmale, Director of Kind + Jugend.

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

The Trend Space is not only about the key theme - it also provides relevant insights

for retail and industry. Diana Drewes from HAUTE INNOVATION will discuss future trends in kids' retail - from community, service and circularity to store design and new forms of the shopping experience. GIM Gesellschaft für Innovative Marktforschung mbH will highlight the influence of babies, children and teens on the market, while TrendBible looks ahead to the key consumer trends for 2027.

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Further programme highlights and special areas

The first day of the trade fair opens with an annual highlight - the presentation of the Innovation Award at 11:00 a.m. in the Europasaal. For over two decades, the award has recognised outstanding new products and is one of the industry's most important accolades. In partnership with hebammen-testen.de, the special Midwives' Choice award will be presented for the fourth time to three nominees. After the ceremony, the winning products and all nominated products featuring the official seal will be showcased in the Innovation Award Exhibition in the Trend Space.

The New Product Trail in Hall 10.2 puts the most promising new products on display - all in one place. Whether as a starting point to kick off their tour or a must-see stop along the way, this dedicated area gives trade visitors and media a quick overview of what's shaping the industry right now and where new opportunities are emerging for range planning, brand positioning and keeping an eye on the market.

The Start-up Area takes the trade fair experience a step further by showcasing fresh perspectives from young companies worldwide. In Halls 10.1 and 10.2, trade visitors can discover innovative ideas and new business models that complement existing ranges and open up new market opportunities.

Networking is also very much part of the experience. For the first time, the AFTER SEVEN PARTY will take place at the Gürzenich in Cologne's Old Town at the end of day two - the perfect opportunity to raise a glass to Kind + Jugend 2026 together. This historic venue provides the ideal setting for connecting with familiar faces and making new industry contacts.

The complete programme is available via the event search on the website at www.kindundjugend.com/events/event-search. You can also purchase tickets for Kind + Jugend and the AFTER SEVEN PARTY online at www.kindundjugend.com/trade-fair/tickets/buy-tickets.

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:

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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