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Kind + Jugend 2026 ready to go with major names coming back



Around 700 exhibitors from 42 countries in Cologne ++ Well-known names return alongside many first-time exhibitors ++ Key theme explores challenges and opportunities of artificial intelligence for the industry ++ 20 products nominated for the Innovation Award

Kind + Jugend 2026 is on the starting blocks - from 15 to 17 September, around 700 exhibitors from 42 countries will present their latest products, top sellers and current ranges in Cologne. As the leading international trade fair for high-quality baby and toddler products, Kind + Jugend puts market trends in the spotlight, sparks fresh ideas for range planning and creates the ideal setting for new connections and conducting business.

Well-known brands are back

The international exhibitor line-up brings together established market leaders, specialist suppliers and young companies. Making their return after a year or more away are Alpha Beta Omega, Amek Toys, Artesavi, BabyBjörn, Be Lotus (Noukies), Boori, Charlie Crane, Jackson Reece, Kaiser Naturfell, KAOS, mima, my junior, Qeridoo and Unidice (Schardt) - to name just a few. First-time exhibitors include A2 disain, Babyhome, Heys, Pluchi Toys, Waldin, Wildbird and Zaffiro.

With its key theme "Growing with AI - New opportunities for the baby & toddler products industry", Kind + Jugend is addressing a shift that is increasingly transforming business models, product development and retail processes. The trade fair shows the opportunities that artificial intelligence (AI) holds for the industry, where it is already being applied in practice and the questions this raises for manufacturers and retailers.

"Preparations are going very well and we are looking forward to strong participation from all over the world. The return of many well-known brands alongside numerous new exhibitors shows that Kind + Jugend is a must-attend event on the international industry calendar - a place to do business and connect face to face," says Jörg Schmale, Director of Kind + Jugend. "With our key theme 'Growing with AI', we are also addressing a future topic that many companies are already dealing with. We want to show where artificial intelligence can already be used effectively and the new opportunities this creates for the industry."

Platform for innovation and young companies

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

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Kind + Jugend kicks off its event programme with a highlight on the first day of the trade fair - the presentation of the Innovation Award at 11 a.m. in the Europasaal. The independent panel of experts, made up of representatives from international trade journals for the baby and toddler market as well as health and safety experts, nominated 20 products from a total of 80 submissions. In addition to the Innovation Award, all the nominated products also have the chance to win the special Midwives' Choice award, which will be presented three times in partnership with Hebammen-testen.de. An overview of the nominated products can be found at [Innovation Award nominees | K+J](#).

New ideas and business models will also feature prominently in the Start-up Area in Halls 10.1 and 11.2, where more than 20 international start-ups will present their products. For trade visitors, this is an opportunity to get an early look at young companies, spot what's new on the market and find interesting ideas for their product ranges.

Product donations for a sustainable and charitable cause

In 2026, Kind + Jugend will once again run its product donation initiative in partnership with Diakonie Michaelshoven. Exhibitors can donate their displayed products to support a good cause. A portion of the donated items will be sold at affordable prices in Diakonie's fairstores. The proceeds will go towards social projects and help secure jobs for people with limited access to the regular job market. Other products will go directly to families and individuals in need. This is how the initiative combines resource conservation with social engagement in the region.

Information for media professionals

In the week leading up to the fair, Kind + Jugend will provide an overview of key press events, recommendations for media professionals and creators, and a media kit with important information and reporting materials. The recommendations include interesting exhibitors, products and use cases related to the key theme "Growing with AI". All of these resources can be found at [Press events | K+J](#).

The trade press stand in Passage 10/11 and Press Centre East will be the main points of contact for media professionals during the event.

Further information about the trade fair and tickets can be found at www.kindundjugend.com.

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.

Page
3/3

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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