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#kindundjugend

Kind + Jugend 2026 - "International diversity makes the difference"



Around 15,000 trade visitors from 114 countries in Cologne ++ Number of countries represented by visitors has increased ++ 92 percent of exhibitors are from abroad ++ Key theme "Growing with AI" shapes products and programme ++ Positive atmosphere and lively networking

Kind + Jugend 2026 wrapped up on 17 September after three days of successful order activity, lively international networking and plenty of momentum for the future of the baby and toddler products industry. A total of 666 exhibitors from 42 countries gathered in Cologne to present their new products, top sellers and latest collections to the global retail trade. The share of foreign exhibitors rose to 92 percent compared with the previous year. Despite an economically challenging environment, attendance remained on par with the previous year. Around 15,000 trade visitors from 114 countries took advantage of the wide variety on show at the leading international trade fair for high-quality baby and toddler products to plan their ranges, spot market trends early and connect in person with manufacturers from around the world.

"With trade visitors from 114 countries, Kind + Jugend has significantly expanded its international reach compared with the previous year. It's this international diversity together with the high calibre of trade professionals that makes the difference - the personal connections made at the trade fair lead to business deals and long-term partnerships," said Oliver Frese, Chief Operating Officer of Koelnmesse.

The industry's feedback was also positive. "Especially in times of great challenge, it is important to create positive momentum for our industry. And that has been achieved again this year. The high level of internationality and the quality on both the visitor and exhibitor side make Kind + Jugend unique as a global leading trade fair. An altogether very successful and well executed event," said Michael Neumann, Managing Director of the Bundesverband Deutscher Kinderausstattungs Hersteller e. V. (BDKH). Exhibitors, too, highlighted the fair's strong business relevance. "Kind + Jugend is really where the global baby and toddler products industry comes together. For Thule, it is the perfect stage to present our latest innovations, exchange insights with partners and demonstrate how we are shaping the future of the industry", explained Daniel Larsson, Senior Vice President Commercial Thule.

Artificial intelligence - a future topic across the entire industry

Kind + Jugend
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www.kindundjugend.com

Your contact:
Paul Schubert
Tel.
+49 17612563104
e-mail
p.schubert@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

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

For the first time, Kind + Jugend had an overarching theme. Titled “Growing with AI - New opportunities for the baby & toddler products industry”, the event focused on the opportunities and challenges of artificial intelligence for the sector. The theme was reflected throughout the entire trade fair. Several exhibitors presented products with AI-based features, while the talks at the Trend Space - Playground for Innovation, Networking & Knowledge put the latest technological developments into context and showed how they can be applied in practice. The programme also addressed other key future topics, including safety without surveillance and the circular economy in the baby and toddler industry.

“Tomorrow in retail, today in Cologne - Kind + Jugend demonstrated that once again this year. More than just a product showcase, it highlights innovations and market trends early, connects international market players, and gives the industry a reliable framework for exchange and business. By introducing a key theme for the first time, we have also addressed a future topic that the industry is already dealing with and which will continue to gain importance,” said Jörg Schmale, Director of Kind + Jugend.

The power of innovation from all over the world

At the Innovation Award Exhibition, trade visitors could get a firsthand look at the nominees, along with the winners of the Innovation Award and special Midwives' Choice award announced on the opening day. The growing importance of smart, digitally enabled product solutions was also evident here. Croozer had very good reason to celebrate. The company's foldable two-seater Croozer Kid Lykke combines a bike trailer and stroller in one system. It won the Innovation Award in the “Moving & Travelling” category along with the special Midwives' Choice award. “We are incredibly proud that our Croozer Kid Lykke took home not one but two awards. The Innovation Award and the Midwives' Choice show us that our product delivers on quality as well as practicality. This trust and recognition mean a great deal to our entire team,” said Andreas Gehlen, Managing Director at Croozer GmbH.

The New Product Trail also provided a concise overview of selected new products, making it easier for trade visitors to find their way around. In the Start-up Area, more than 20 young international companies showcased fresh ideas and forward-looking solutions. Seven pavilions - from China, Hong Kong, Italy, Spain, Taiwan, Turkey, and one shared by the US and Canada - provided further international perspectives.

Beyond the exhibition halls

Kind + Jugend also expanded its international reach in the digital space. Content creators from countries including Italy, France and England reported live via their social media channels, with their posts achieving a combined cross-platform reach of more than one million. By sharing impressions of the leading international trade fair directly with their communities, they generated attention for the latest products, trends and key industry topics far beyond the event in Cologne.

For the third time, Kind + Jugend demonstrated its commitment to social

responsibility and the sustainable use of products through its donation campaign in partnership with Diakonie Michaelshoven. Around 20 exhibitors had signed up for the campaign ahead of the trade fair. At the end of the event, they donated products from their stands to support social initiatives in the region. Kind + Jugend will keep track of where the donated goods go and report back on how they are used.

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Kind + Jugend 2026 in numbers

Kind + Jugend 2026 featured the participation of 666 companies from 42 countries, with a foreign share of 92 percent. Including estimates for the final day of the fair, Kind + Jugend 2026 drew around 15,000 visitors from 114 countries. The international share of trade visitors was 78 percent.

Looking ahead to Kind + Jugend 2027

The next Kind + Jugend will take place from 7 to 9 September 2027.

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.

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](#).

Your contact:

Paul Schubert
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-3217
[http://p.schubert@koelnmesse.de](mailto:p.schubert@koelnmesse.de)
www.koelnmesse.com