

No. 7 / September 2022, Cologne
#kindundjugend

Strong international Kind + Jugend impresses the industry



Top decision-making competence of the visitors underlines the significance of the international trading platform Kind + Jugend and sets a clear business signal

Kind + Jugend
08.09. - 10.09.2022
kindundjugend.com

High number of foreign visitors, dynamic business, satisfied exhibitors: Kind + Jugend from 8 to 10 September 2022 was a successful trade fair experience in all respects. With an impressive number of around 500 exhibitors from 38 countries, from top players through to newcomers, the trade fair offered a comprehensive overview of the industry again this year. Around 10,000 trade visitors from 103 countries attended, 75 percent of whom came from abroad. They showed a high interest in new and existing products from all exhibition segments and ensured good order books and high hopes for a good post-fair business.

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"This on-site edition of Kind + Jugend with such high-quality encounters, has impressively demonstrated that the industry and trade need and intensively use the marketing tool, trade fairs, more than ever," commented Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "The first event after the RE-START edition has already accentuated this. This was an important step in returning to the old strength of Kind + Jugend," Frese added.

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Alongside the excellent visitor numbers, the trade fair's international attendance was particularly impressive - over 75 percent of the visitors came from abroad. The majority of the visitors travelled to the trade fair from all countries of Europe. A high number of buyers from Turkey also attended Kind + Jugend in Cologne. Furthermore, a large number of visitors attended from North America and Australia, as well as from the Near and Middle East, particularly from Israel and the United Arab Emirates. Many visitors also travelled to Cologne from Korea, India and Japan as well as from other Asiatic countries.

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

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

The exhibitors unanimously praised the high degree of decision-making competence of the visitors. They came from the international wholesale and retail trade, from the online trade, from drugstores and furniture stores, from purchasing associations as well as from the import trade.

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

This year, the exhibitors came from all areas of the baby and toddler outfitting sector and included products from the segments of strollers, child seats and carriers, children's furniture and room furnishings, safety and monitoring, fashion

and streetwear for babies and pregnant mothers, toys for kids and, of course, care and nutrition. 85 percent of the exhibitors came from abroad.

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Along with numerous leading manufacturers and brands, many small and medium-sized suppliers as well as young companies and start-ups were represented at Kind + Jugend. The majority of the exhibitors came from European countries and Turkey. However, companies from China, India, Israel, Canada, Korea, Pakistan, Taiwan, Thailand, Singapore and the USA were also represented at this year's trade fair.

The industry is expecting stable turnovers in spite of the partly challenging framework conditions. For example, the birth rates rose in Germany again recently. Parents and grandparents haven't shown any buying restraint yet when it comes down to purchasing items for the tiny tots, according to the German Association of the Toy Retail Trade (BVS). However, themes like sustainability are increasingly occupying both the manufacturers and the trade, because parents are enquiring about and demanding these more and more. Many companies thus offer products from regrowing raw materials or which originate from a circular economy or organic cultivation or are compensating for their carbon footprint.

Kind + Jugend was rounded off by a focused lecture programme precisely aligned to suit the demands of the industry. The Innovation Award was presented again this year, for the first time in nine categories.

The winners of the Innovation Awards according to categories:

World of Kids Care - Mininor Potty, Mininor Global ApS, Denmark

World of Kids Furniture - Nino - modular furniture, Krespa Sp. z.o.o., Poland

World of Kids Safety at Home - Motorola PIP1610 HD Connect, the Netherlands

World of Kids Textiles - On the go, Delta Diffusion S.A., Belgium

World of Kids Toys - BAVVIC - Creative Building Blocks, Bavviv Sp. z.o.o., Poland

World of Moving Kids & Travelling Kids Accessories - Stroll & Connect Bladeless Stroller Fan - Skip Hop Inc. USA

World of Moving Kids - The Jiffle wagon, The Jiffle by, the Netherlands

World of Travelling Kids - Turai360 SL Klimax, Osann GmbH, Germany

World of Sustainability - KIDFIX i-SIZE, Britax Römer Kindersicherheit GmbH, Germany

Dates of Kind + Jugend 2023

Next year, Kind + Jugend will take place from 7 to 9 September 2023.

Kind + Jugend 2022 in figures

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484 companies from 38 countries took part in Kind + Jugend 2022, 89 percent of which were from abroad. These included 55 exhibitors from Germany and 429 exhibitors from abroad. Including estimates for the last day of the fair, around 10,000 visitors from 103 countries attended Kind + Jugend 2022. The share of foreign visitors was 75 percent.*

* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM). (<https://www.fkm.de/en/>).

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. In South-East Asia, Kind + Jugend ASEAN will celebrate its premiere in Bangkok in 2023.

Further information: <https://www.kindundjugend.com/fair/industry-sector>

The next events:

Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN, Bangkok 05.04. - 08.04.2023

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo 24.04. - 26.04.2023

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 07.09. - 09.09.2023

Note for editorial offices:

Kind + Jugend photos are available in our image database on the Internet at www.kindundjugend.com/imagedatabase in the "News" section. Press information is available at: www.kindundjugend.com/Pressinformation

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