

Press release

17 Nov 2022

## Toy & Edu China, Baby & Stroller China and Licensing China to meet industry wide demand for IP toys at upcoming edition

Betty Fong  
Tel: +852 2230 9281  
[betty.fong@hongkong.messefrankfurt.com](mailto:betty.fong@hongkong.messefrankfurt.com)  
[www.chinatoyfair.com](http://www.chinatoyfair.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

SZTF23 PR2 EN

Toys associated with IP (intellectual property) and e-commerce have been two of the most hotly discussed topics within the consumer goods industry over the past few years. In China, e-commerce sales of toys increased by 8.8% to USD 1.3 billion in the first quarter of 2022 year-over-year, while sales of licensed toys saw an increase for over 14%<sup>1</sup>. In view of these trends, the organisers of Toy & Edu China, Baby & Stroller China and Licensing China will facilitate the industry to exchange resources across these respective business fields in the coming 2023 edition. The fairs are set to return from 7 to 9 April at the Shenzhen World Exhibition and Convention Center.



A variety of IP toys and products showcased in at the concurrent fairs. (Photo: Messe Frankfurt)

According to Daxue Consulting, a market research and management consulting firm focusing on the Chinese market, 88% of caregivers prefer toys that reflect their own parental values. These values are often symbolised and embodied in specific IPs<sup>2</sup>, leading to more products incorporating IP images and designs that capture the heart of caregivers.

<sup>1</sup> NPD: The NPD Group Reports on First Quarter 2022 Toy Industry E-commerce Sales in China.  
<https://www.npd.com/news/press-releases/2022/the-npd-group-reports-on-first-quarter-2022-toy-industry-e-commerce-sales-in-china/>.

<sup>2</sup> Daxue Consulting: China's Toys Market in 2022: Chaowan, high-tech, and parent-child games.  
<https://daxueconsulting.com/chinas-toys-market-trends/>.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

Moreover, trendy and designer toys targeting minors to millennials are often attached to well-known IPs with a premium price tag. These items have made up an emerging market in recent years. Apart from figurines and collectable building blocks which have proved popular in the past, a more diverse selection of trendy toys has popped up for consumers to choose from; among these, blind boxes and card games have shown significant potential.

Thanks to the fair's leading position in the country, renowned domestic brands that offer blind box style products such as Rolife, Wuhuang and Duckyo Friends utilise the Licensing China platform to expand their presence in the market. Likewise, at Toy & Edu China, leading Chinese card game manufactures, such as Kayou, present their best-selling trading cards and other anime IP products.

Mr Xiyin Chen, the Regional Director of Kayou, explained why their company joined the 3-in-1 concurrent fairs in 2022: "The platform raises our brand exposure to potential new clients, and helps us reach out to regional customers from a wide range of provinces and cities, and thus, to understand what matters to them in their local markets. The co-located shows bring great synergies to companies like us by converging resources from related industry sectors and markets."

### **More online toy shopping in the e-commerce era**

In 2021, e-commerce sales in the Chinese toy industry increased by 7% to USD 5.3 billion, making China the second biggest online toys market in the world<sup>3</sup>. The top three growing super categories were 'Explorative & Other Toys', 'Games & Puzzles', and 'Plush', increasing 33%, 24%, and 22% respectively in the first three months of this year<sup>4</sup>. These types of toys are also some of the most popular exhibit categories at the fairground, with many exhibitors noting that a lot of their clients have developed or relied upon online channels to boost their e-commerce sales.

Toy & Edu China launched several fringe events on this topic in 2022 to help industry players gain a better understanding of the e-commerce ecosystem. More events on this topic can be expected at the upcoming edition, while the ongoing partnership with China (Shenzhen) Cross Border E-Commerce Fair's organisers will also create business synergies to benefit participants from both the e-commerce and toy sectors at Toy & Edu China.

Companies who wish to exhibit and benefit from the fairs' resources but are unable to join physically can sign up for the E-connect 360 platform. This virtual event contains a variety of functions to help remote exhibitors connect with onsite fair participants. For example, online exhibitors can manage a virtual 'booth' that introduces their company and products, and

Toy & Edu China  
Baby & Stroller China  
Licensing China  
Shenzhen, China, 7 – 9 April 2023

---

<sup>3</sup> NPD: Positive Signs for Growth of Toy Industry in China. <https://www.npd.com/news/blog/2022/positive-signs-for-growth-of-toy-industry-in-china/>.

<sup>4</sup> NPD: The NPD Group Reports on First Quarter 2022 Toy Industry E-commerce Sales in China. <https://www.npd.com/news/press-releases/2022/the-npd-group-reports-on-first-quarter-2022-toy-industry-e-commerce-sales-in-china/>.

participate in online business matching – rated the most popular service by E-connect users in 2022.

More details about exhibiting in the physical and virtual fairs can be found [here](#).

Toy & Edu China, Baby & Stroller China and Licensing China are organised by the Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

#### **Notes to editors:**

#### **Download this press release:**

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2023/sztf23-pr2.html#download>

#### **Further press information and picture material:**

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

#### **Follow the fairs on social media:**

<https://www.facebook.com/SZToyFair/>  
<https://twitter.com/SZToyFair>  
<https://www.linkedin.com/in/sztoyfair/>

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

Toy & Edu China  
Baby & Stroller China  
Licensing China  
Shenzhen, China, 7 – 9 April 2023