



CHILDREN BABY MATERNITY EXPO

17-19 July 2024

National Exhibition and Convention Center (Shanghai)

International Children Baby and Maternity Products Industry Expo 2024

Post Show Report



300,000

Area (m2)



2,930

Exhibitors



103,041

Visitors



4,300

Premium brands

Exhibitors from 2,930 companies across 30 countries and regions represented 4,300 premium brands.

Exhibitors Breakdown

Strollers, car seats and furniture	17.9%
Baby & kids wear, shoes and accessories	15.3%
Food, food supplements and snacks for CBM	21%
Toys, study tables and stationery	10.7%
Mother and baby care products	35.2%

23.3%

Whole family, children & pre-teen

Nutritional products received relevant industry attention.

Food supplements **51%** proportion in food category

13% ↑
Year-over-year

103,041 professional buyers across multiple channels

The ratio of online to offline channels remained relatively stable, with the supply chain exhibition attracting various brands and supply chain companies, resulting in an increase in figures

49% Offline retailers

Comprehensive maternal and baby product stores/baby department stores	36.6%
Boutique stores for maternal and baby products	15.5%
Exclusive stores for kids' wear, kids' shoes and maternity wear	10.3%
Toy stores, fashion stores, gift shops and stationery stores	9.2%
Household, lifestyle and department stores	7.0%
Business properties and shopping malls	4.0%
Supermarkets and convenience stores	5.4%
Pharmacies and drugstores	3.3%
Independent food stores, discount wholesalers	0.8%

29.9% Online channels

MCN and online influencers	8.5%
Cross-border e-commerce platforms, service providers and sellers	6.7%
Major e-commerce platforms	10.2%
Domestic service providers for various platforms	5.8%
Domestic e-commerce, content, live streaming and other platforms	13.2%
Community group buying, group leaders and WeChat business	8.7%

8.6% Supply chain supporting companies

Manufacturer, OEM and ODM	6.0%
Raw material supplier	2.0%
Product packaging, design, and printing	3.0%
Machinery and equipment, testing agencies, and others	0.8%

18.7% Brand owners

26.3% Agents/distributors /wholesalers

Offline agents, distributors and wholesalers	16.5%
Online agents and distributors	7.4%
Whole domain agents and distributors	6.5%

6.8% Upstream and downstream service providers and others

Nursery education	3.3%
Postpartum care centers, private hospitals, maternity and recovery services	2.2%
Investors	1.1%
Importers and exporters	2.6%
Media	1.4%

Opportunities are expanding in overseas markets Industry buyers are evolving

Overseas buyers increased by **126%**

Asian buyers accounted for **76.4%**

51.3% of attendees were new visitors

Buyers from the 90s and 00s generations made up **49.6%** (42% in 2023)

Purpose of visiting

45.9%

Find new partners

40.6%

Meet with current partners

31.8%

Research new market trends

21.8%

Order and Purchase

19.8%

Seeking sales/ agency rights

17.7%

Seeking supply chain companies

16.4%

Look for new opportunities for cooperation or investment

200+ exciting events provided insights into industry trends and enabled efficient, precise matchmaking.

Multi-channel Product Selection and Business Matchmaking Meetings

Offline niche channels, with more targeted matchmaking

725 big buyers **101.3%** Year-over-year

87,660 matchmaking sessions conducted
Matchmaking sessions increased by **95.6%**

Niche channel matchmaking

Overseas buyers Agents

Little Red Book, Douyin (Chinese Tik Tok), Kuaishou
Influencers/Group leaders



NEW Precise matchmaking with top maternal and baby chain stores

#Lead #Targeted #Efficient

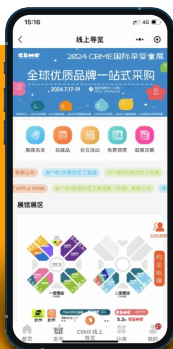
1-on-1 tailored invitations, concierge-style services
3-hour pre-exhibition focused sessions

Connect online before the exhibition to efficiently target potential customers

89,079
Appointment requests initiated

40,163
Buyers connected

13,514
Successful matches



Industry conference

CBME China 2024 Industry Summit
—Traversing China's Fourth Consumption Era

A forward-thinking dialogue platform for the children, baby and maternity industry, with **832** guests from leading brands, retailers, platforms, institutions, and industry experts discussing growth strategies in a mature market.



15 Activity Conferences with Insights Into Industry Trends

209 Industry opinion leaders **160%** Year-over-year

185 Activity speeches **85%** Year-over-year

4,000+ Attendees **100%** Year-over-year

Focusing on trending topics:
#FamilyagespecificNutrition
#NewToyChannels
#Snacks #ChildrensEducation
#MaternityServices, and others.

Top 5 conferences ranking:

Marketing Innovation Conference
Family Nutrition Development Conference
Cross-border Development Conference
Baby Care Session
2024 Child Nutrition Forum

On-site interactions

CBME China is an ideal setting for B2B2C scenario-based marketing

257 top-tier influencers with audiences ranging from millions to tens of millions streamed live.

2,115 official CBME influencers live-streamed product selections and tours.

1.2+ million in Gross Merchandise Value (GMV) driven by sales **100%** Year-over-year



5.6+ million viewer impressions **19%** Year-over-year



CBME Runway - Premium Brand Releases

24 domestic and international brands were showcased to over **2,200** professional visitors



GlobalLaunchofNewBrands
Autumn&WinterChildandTeenager FashionShow



CoolKidsFashionShow
ChineseStyleChildrenandTeenager Fashion Show

Massive multimedia coverage

Total online and offline exposure: **29.7** billion impressions



Press releases, videos, images and text, live streams, SEM information flows, etc.



Shanghai metro stations, Huzhou, Wuhan, etc. Industry hubs, elevator ads in Shanghai, etc.