



CHILDREN BABY MATERNITY EXPO

# International Children Baby and Maternity Products Industry Expo 2025

July 16-18, 2025 📍 NECC (Shanghai) China

*The Hub for All Things in the Children,  
Baby & Maternity Industry*

📏 300,000 sqm

🏷️ 4,500\* Brands  
from 30+ Countries/Regions

🏪 3,200\* Exhibitors

👤 100,000+\* Visitors  
from 100+ Countries/Regions

\*2025 Estimated

Concurrent  
shows:

CBME Toy & Education Expo, CBME Children's Wear Expo, CBME Food & Health Expo, CBME Supply Chain Expo,  
Licensing Expo Shanghai (LEC)

# ■ The market is evolving as brands & channels seek growth through innovation

## Even with the development of the market, maternal and baby products remain an essential household necessity

● China's maternal and baby market still holds a considerable size and scale advantage

Large Infant Population Base (2023)

China Newborn Population:  9.02 million

Indonesia Newborn Population:  4.66 million

United States Newborn Population:  3.59 million

Japan Newborn Population:  758,000

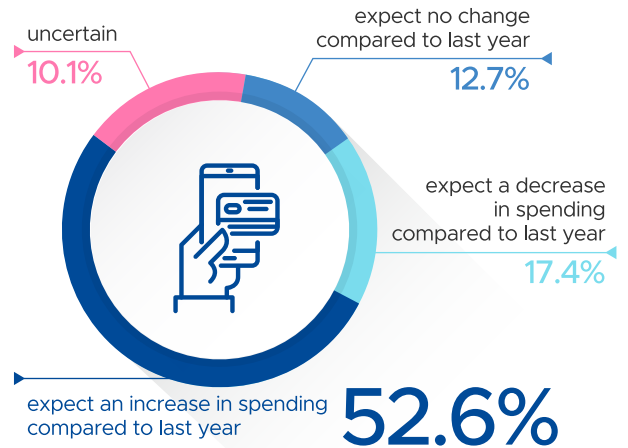
France Newborn Population:  678,000

Approximately  
**45 million**  
children aged 0-3

Approximately  
**210 million**  
children aged 4-14

Data Source: The Seventh National Population Census

● Changes in maternal and baby-related spending by families in 2023



Data Source: 2023 China New Parents Group Research Report

## Industry developments and shifting channel demands bring more business opportunities

● 2023 Maternal and Baby-Related Enterprises

4.15 million newly-registered enterprises > 1.08 million enterprises deregistered

Data Source: Gichacha

● 2024 CBME Attendee Demographics



● Top 3 Buyer Needs

- 1 Discover new brands
- 2 Expand product categories
- 3 Understand industry trends

Categories buyers wish to expand:  
Nutritional products, children's wear, toys, supplies, family products, products for older children, fast-moving consumer goods, snacks

## In a Competitive Market Environment, Brands are Actively Seeking Transformation and New Growth Opportunities

- # Expand New Channels
- # Test New Markets
- # Extend Product Lines
- # Revitalize Old Channels
- # Increase Coverage
- # Diversify Marketing





**300,000** sqm  
Exhibition Area



**3,200\***  
Exhibitors



**4,500\***  
Premium Brands

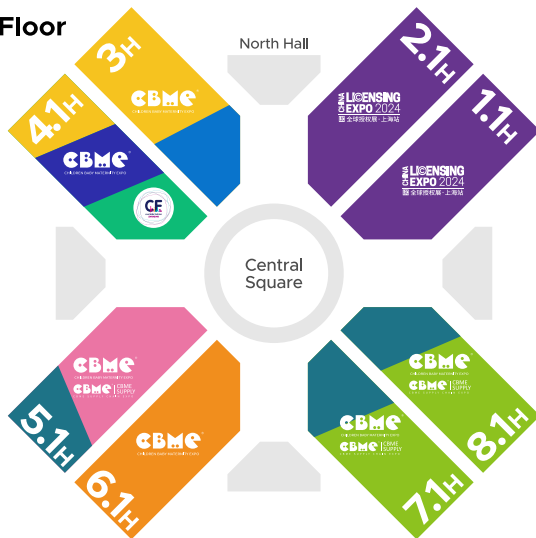


**100,000+\***  
Visitors

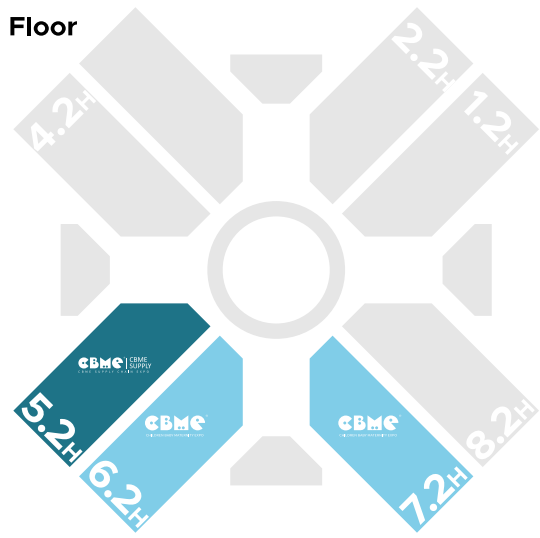
\*2025 Estimated

## 2025 Hall Plan

### First Floor



### Second Floor



#### First Floor

- 3H**  Strollers, Car Seats and Accessories  
Outdoor Life
- 4.1H**  International Pavillion,  
Cribs, Dining Chairs and Furniture  
 Cool Kids Fashion
- 5.1H**  Baby & Kids Wear, Shoes and  
Accessories Baby & Kids Home  
Textiles Clothing Raw Materials
- 6.1H**  Toy & Education Expo
- 7.1H**  Milk Powder and Nutraceuticals for  
CBM, Family Nutrition  
 Nutraceuticals OEM/ODM
- 8.1H**  Food, Nutraceuticals and Snacks  
for CBM Healthy Snack Foods  
 Snack Foods OEM/ODM

#### Second Floor

- 5.2H**  Supply Chain-Packaging Materials  
Mother and Baby Care Products-Feeding,  
Daily Care and Paper Products
- 6.2H**  Mother and Baby Care Products  
-Personal Care, Paper Diapers and Paper  
for Daily Use
- 7.2H**  Mother and Baby Care Products  
-General Supplies, Feeding Intelligent  
Home Appliances

#### CBME | CBME SUPPLY CHAIN EXPO

- Clothes Supply Chain  
**5.1H**
- Food Supply Chain  
**7.1H/8.1H**
- Product Supply Chain  
**5.2H**

#### Concurrent Events

CHINA LICENSING EXPO 2025

1.1H/2.1H

 Licensing Expo Shanghai (LEC)

# Why Exhibiting

# WHY

## 1 Matchmaking with 100,000+ omni-channel buyers efficiently

103,041 professional buyers across multiple channels participated




Offline retailers: **49%**

- 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 wholesale stores ..... 0.8%

Agents/distributors /wholesalers: **26.3%** 

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

Supply chain supporting companies:  **8.6%**

- 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%

### Buyer Breakdown



Online channels: **29.9%**

- 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%

Brand owners: **18.7%** 



Upstream and downstream service providers and others: **6.8%**

- 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%



# Expand new channels with low cost and high efficiency to secure new orders

## Partial list of channels



## Offline retailers

|   |                            |   |
|---|----------------------------|---|
| Comprehensive maternal and baby product stores, and baby department stores  | Representative Enterprises | L BABY, Babemax, Dengkang Baby, Duoai Yiying, Gelubi, Gerry's Home, Kidswant, RingBell, Jinniudian, Lijiababy, Mum & Baby's Home, South King, Qinzifang, Like sunny love baby, Maternity and Baby World, Zhongyi Baby, Leyinbaby, Leyou Babies to Kids                              |
| Boutique stores for maternal and baby products                              |                            | A+A Baby, iKbebe, Milk Family, MollyBaby, motherswork, motobaby, QTOOLS, Seven trees, tfgol, TinyTravelers, karotte, être bébé, CowBuk, ucosy, Little Marcie  |
| Supermarkets and convenience stores   |                            | 711, FamilyMart, Ole, RT-Mart, Freshippo, CR Vanguard, Jiajiayue, Lianhua Supermarket, Lawson, Meiyijia, Sam's Club, Century Lianhua, Walmart, Wumart, Yonghui Supermarket, Costco, Aldi, Hotmaxx, Inzone Group   |
| Pharmacies  |                            | Beijing Tongrentang, Dashenlin, Guizhou Ensure, Guoda Drugstore, Nepstar, Haoyaoshi, Henan Zhang Zhongjing Pharmacy, Jo-jo Drugstore, LBX Pharmacy, Quanyi Pharmplus, Shandong Lijian Health Drugstore, Shandong Shuyu Pharmacy, Yixintang, Yifeng Pharmacy                         |
| Comprehensive retail and specialty stores                                   |                            | Decathlon, KKV, Watsons, Red Star Macalline, Outlets, Hangzhou Tower, Lotte Group, Yintai, Suning.com, Toys "R" Us, Hamleys, Xinhua Bookstore, M&G, Fashion Play Club, Chaoyi Clothing Store, Er'tong Shiguang Clothing Store   |
| Postpartum care centers, childcare and early education service institutions |                            | Baosheng, Jinyuehui, Rensheng, Saint Bella, Sanmary, Xiyuehui, Singcare, Care-bay, Edelweiss In Her, Gymboree Early Education Group, Baowei Early Education Group, EF Education, New Oriental Education Group, Qingdao Hengxing University for Preschool Teacher, Xueersi Education |



## Online Channels

|  |                            |  |
|--|----------------------------|--|
| MCN and online influencers                                       | Representative Enterprises | Luo Haiqiong, Nian Gao Mama, Host Zhou Zhou, Xiaolu with Baby, Meng An Couple, Tomato Canned, Zhang Yangguo'er, En'en Grandma & Wu Dad, Guo Yue, Trendy Dad Professor Liu, Parenting Expert Wei Guangyu, Lucky Xiaoxingxing, Grandma Zheng's Scientific Parenting, Ruixue Ah |
| Community group buying, group leaders and WeChat businesses      |                            | BBS Little Shark, JUKY, Jian'ai Le Xuan, Cai Cai Tuan, Jinling Juan Ma, Yumi Global Shopping, Lao Wang Bus, Tongnian Wanwu, memore, Jiang Jiang Zi, Xinxin Youxuan, Maojia Yanxuan, Miro Tuan, Lianmeng Cloud Store, Xiao Xiang Tuan, Xinxin Youxuan, Chao Tuan Mama         |
| Domestic e-commerce, content, live streaming and other platforms |                            | Douyin (Chinese TikTok), Little Red Book, Kuaishou, Tmall Maternity and Parenting, Tmall Global, Douyin Cross-border, JD Maternity, Pinduoduo, Kuaituantuan, Meituan Local Life, Dewu, Bilibili, JD Health, Tmall Supermarket, Vipshop, Sina Parenting, Zhihu Parenting      |



## Agents/distributors/wholesalers

|                                 |                            |  |
|---------------------------------|----------------------------|--|
| Agents/distributors/wholesalers | Representative Enterprises | Dongwansheng, Haierbao Children Baby and Maternity, Shanxi Hualei, Luchen Trading, Rongshengda, Suyingai, Tongledu, Yongzhuo, Zhebang Trading, Zhongtian Baby, Kidztech, Xingaocheng, Libei, Yunxing, Yipin, Dalian Mingguan, Fanshi Baby, Hengxin Trading, Nishi Maternity and Baby |
|---------------------------------|----------------------------|--|

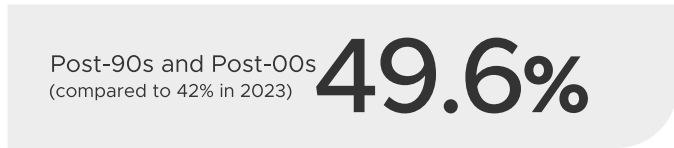
# Why Exhibiting

# WHY

## 2 Explore new channels and buyers, seek new growth opportunities

More New Buyers

Younger Buyers



56.6%  
Offline Retailers

29.6%  
Online Channels

13.8%  
Distributors

36.9%  
Post-80s

13.5%  
Post-70s and Older

## 3 Multi-dimensional online and offline networking enables efficient acquisition of prospective buyers

On-site channel connections are more efficient and targeted

725  
big buyers

a year-on-year increase of **101.3%**

Achieved **87,660**  
matchmaking sessions

With an increase of **95.6%**



### Segmented Channel Matchmaking

#### >> Channel Matchmaking Meeting

- Trade Agent Session
- Precise Matchmaking Meeting
- Kwai Influencer Session
- Private Domain Leader Session
- Little Red Book Influencer Session
- Douyin (Tik Tok) Influencer Session
- MCN/Taobao Affiliate/Sina/Zhihu /Video Channels Special Sessions

#### >> Supply Chain Matchmaking Meeting

#### >> Overseas Buyers Matchmaking Meeting

- Customized Precise Matchmaking Meeting
- Stroller, Furniture, Toys Session
- Baby and Children's Wear Session

Online pre-matching before the exhibition, efficiently targeting key clients, with single brands successfully matched with up to **187** clients



**89,079**  
invitations sent

**40,163**  
buyer meetings scheduled

**13,514**  
successful matches

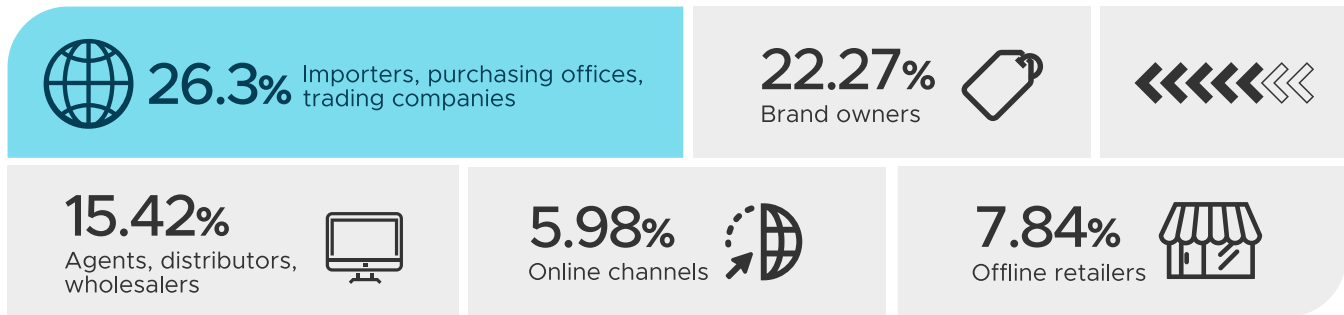


The English version of CBME Hub will be launched in November 2024, helping brands and factories expand into overseas markets 365 days a year.

# Expand new channels with low cost and high efficiency to grow your business

## 4 Low-cost exploration of overseas markets, expanding partnerships, and securing new orders

### Types of Overseas Buyers



### Regional Distribution of Overseas Buyers



### Top 6 Product Categories of Interest for Overseas Buyers



### Some Overseas Buyers and Platforms



# Seize the opportunity to showcase your brand and products

# WHY

# 5

Outstanding products, new trends, and new policies presented to 100,000 buyers on-site, receiving immediate feedback



### CBME Runway

Focused on brand strategy and product launches, featuring trendy children's fashion shows, creating an immersive brand experience.



### 2024 Brand New Product Launch Event

Showcasing the latest maternity and baby products for 2024, providing the first opportunity to highlight brand trends and unique product selling points.

# 6

Showcase alongside top global brands, enhance brand influence in the industry, and attract more buyers across all channels

Bringing together 4,300 top global quality brands





# Highlight brand strength, enhance collaboration, and build confidence among channels

Bringing together exhibition groups from 30 countries and regions worldwide



## Focused meetings with clients, efficient networking, and strengthening partnership relationships

Top Goals for Exhibitors



# 1

### Strengthen connections with existing buyers/partners

# 2

**Find** new buyers  
/new partners

# 3

**Launch** new products

# 4

**Build** brand image



# Innovative activities help brands capture trends and make a strong breakthrough

## 8 35 conferences and activities, and 9 trend zones, providing insights into new trends and making new connections

**209** industry key opinion leaders  
a **160%** increase year-on-year

**185** keynote speeches  
an **85%** increase year-on-year

**4,000+** on-site visitors  
a **100%** increase year-on-year



Industry Summit



Keynote Conference



Brand Launch



Insight Exchange Sessions



Trend Zone



Themed Party

## The exhibition is the perfect scene-based marketing platform for both B2B and B2C, driving tens of millions of consumers

**257** top-tier influencers with millions to tens of millions of followers live-streamed



**2,115** CBME official influencers and selected presenters live-streamed

**120+** million in GMV, a **100%** increase year-on-year

**560+** million in media reach, a **19%** increase year-on-year



# ■ CBME offers a one-stop solution for the children, baby, and maternity industry

## Brand Showcase

**Exhibitions:** CBME China, CBME GBA, Hi Innovation Week

**Conferences:** Premium Maternity and Baby Conference, Agent Conference, Maternity Services Conference, Industry Summit

**Media:** CBME Media Matrix, Hi Innovation Week Media Matrix

## Business Matchmaking

**Exhibitions:** CBME China, CBME GBA, Hi Innovation Week

**CBME Hub:** Online matchmaking sessions

## Industry Voice

**Exhibitions:** CBME China, CBME GBA, Hi Innovation Week

**Conferences:** Series of channel activities, brand empowering series, business school series

**Media:** CBME Media Matrix, Hi Innovation Week Media Matrix

## Product Launch

**Exhibitions:** CBME China, CBME GBA, Hi Innovation Week

**Conferences:** Series of trend exhibition zones, brand new product launch event, awards event

**Media:** CBME Media Matrix, Hi Innovation Week Media Matrix

## International Business

**Exhibitions:** CBME Turkey, CBME India

## CBME Expo


The Landmark Events of the Maternity and Baby Industry

CBME Product List:

|   |                 |  |
|---|-----------------|--|
|  | 2024<br>12.2-4  | The Greater Bay Area International Children Baby and Maternity Products Industry Expo - Shenzhen Convention & Exhibition Center (Futian) |
|  | 2025<br>3.13-14 | Hi Innovation Week: Pan-maternity Ecosystem Innovation Week - Hangzhou International Expo Center   |
|  | 2025<br>7.16-18 | International Children Baby and Maternity Products Industry Expo - National Exhibition and Convention Center (Shanghai)                  |
|  | 2025<br>7.16-18 | CBME Supply Chain Expo - National Exhibition and Convention Center (Shanghai)  |

## Online Platform

A year-round business matching platform for the maternity and baby industry

 Supply Hall | Online Matchmaking | Business Inquiry

## Industry Conferences

A Multidimensional Exchange of Ideas by Industry Experts

|   |   |   |                         |
|---|---|---|-------------------------|
| CBME National Premium Maternity and Baby Development Conference | - March<br>Hangzhou                     | CBME Maternity, Baby and Children Industry Summit     | - July<br>Shanghai      |
| Top Influencer Conference                                       | - September<br>Hangzhou                 | CBME National Distributor Conference                  | - September<br>Hangzhou |
| CBME National Maternity Services Conference                     | - May, Guangzhou<br>- October, Shanghai | CBME GBA Maternity, Baby and Children Industry Summit | - December<br>Shenzhen  |

## Media Matrix

CBME's comprehensive media matrix, with an online reach of over 5 million users

CBME official WeChat account, video accounts, Little Red Book, Douyin (Tik Tok), CBME Insights, Weibo

## Industry Awards

The Highest Honors in the Children, Baby, and Maternity Industry



Hi Awards  
CBME AWARDS  
CBME Supply Chain Awards

## Overseas Projects

Expand Opportunities in the International Children, Baby, and Maternity Market

|             |               |                      |
|-------------|---------------|----------------------|
| CBME Turkey | 2024.12.11-14 | Istanbul Expo Center |
| CBME India  | 2025.4.15-17  | Mumbai               |

## Study Tours

Embark on Benchmark Learning Journeys

Including CBME children, baby, and maternity industry product exchange conferences, CBME Business School activities, study tours, retail industry peer study groups, etc.

# Three Cities, Three Exhibitions. Infinite Ways to Grow Your Business.



Reserve  
your booth here

CBME<sup>®</sup> GBA

## The Greater Bay Area International Children Baby and Maternity Products Industry Expo

Deeply cultivating opportunities in the South of China  
/ Expanding across borders, reaching across the globe  
/ Venturing into Southeast Asia market

2024/12/2-4

Shenzhen Convention & Exhibition Center (Futian), China



## Hi Innovation Week · Pan-maternity Ecosystem Innovation Week

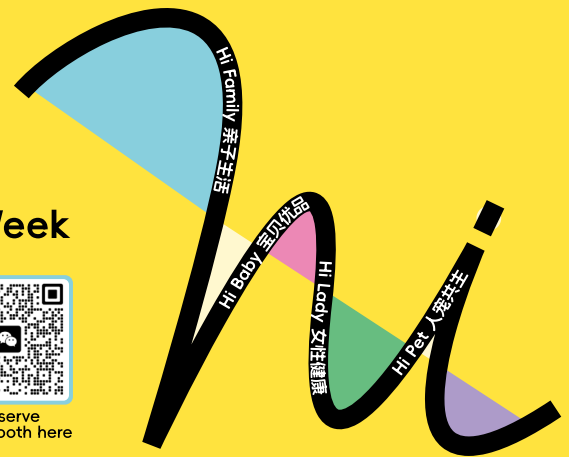
Top Trendy Products/New Buyers/ Immersive Experiences

2025/3/13-14

Hangzhou International Expo Center



Reserve  
your booth here



Reserve  
your booth here

CBME<sup>®</sup>  
CHILDREN BABY MATERNITY EXPO

## International Children Baby and Maternity Products Industry Expo

Omni-channel platform  
for children, baby, and maternity products

2025/7/16-18

National Exhibition and Convention Center (Shanghai), China

Concurrent Events:  
CBME Toy Expo, CBME children's Wear Expo, CBME Food & Health Expo, CBME Supply Chain Expo, Licensing Expo Shanghai (LEC)