

Successful Kids India consolidates market position and announces a new date

- Increased visitor interest across markets
- Robust business engagements and positive industry feedback

With a significant increase in visitor numbers and strong international interest, the eleventh Kids India trade fair has proven its important position in the Indian toy market. From 6 to 8 October, a total of 5,516 trade visitors attended the event at the Bombay Exhibition Centre in Mumbai – which corresponds to an increase of 10% compared to the previous year. 115 companies presented a diverse range of products, from wooden toys and technical toys to sustainable products and lifestyle items. The event also saw strong participation from first-time exhibitors and startups, reflecting the sector's growing dynamism and innovation.

Strong international interest

Kids India attracted high-profile retailers and buyers from across India and key international markets. "The fair saw strong participation from international buyers, particularly from the Middle East and Africa, underscoring its importance far beyond national borders and its role as the leading premium platform for the Indian toy industry," emphasizes Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd. The Hosted Buyers Program, which was very well received, contributed to this. It effectively promoted business relationships between domestic and international participants and opened up new trade opportunities in high-growth regions. Gautam Arora, Export Manager at Playcraft Traders, said: "The fair was fantastic for us. I didn't expect to meet so many promising international buyers." Italtrike founder Stefano Gandolfi is equally enthusiastic: "This was my first experience at Kids India and my impression is very positive. I am very happy to have been there."

Focus on future topics

Well-attended specialist presentations and discussion panels rounded off the supporting program at the trade fair. Topics such as "inclusive play," "safety standards," "digitalization," and "market opportunities in an international context" were the focus of interest. They underscored the high informational value of the event, which was once again supported by the leading industry associations Sports Goods & Toys Export

Promotion Council (SGTEPC) and The All India Toy Manufacturers' Association (TAITMA). On the occasion of the fair, Spielwarenmesse eG, through its Spirit of Play Foundation, organized a donation activity for children from St. Catherine's Home in Mumbai. Florian Hess, Member of the Executive Board at Spielwarenmesse eG, personally handed over toys to the children, continuing the foundation's commitment to promoting 'play as a basic need'. In addition to providing them with a safe home, the organization in Mumbai gives them access to play, sports, and education.

New cycle starting in March 2027

Building on the success of Kids India, the organizers have already announced a forward-looking strategic realignment: the trade fair dates from 18 to 20 March 2027. The new schedule was chosen in response to numerous requests from the industry. Moving the event away from the autumn festival season will enable more visitors and exhibitors to attend. "The shift to March will further strengthen Kids India's position as a major business, innovation, and networking platform and maximize value for all stakeholders," summarizes Tanu Ailawadi.

You will find image material at www.world-of-toys.org/media.

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Spielwarenmesse India Pvt. Ltd.

On 1 April 2016, Spielwarenmesse eG opened Spielwarenmesse India Pvt. Ltd. in New Delhi, a subsidiary in one of the world's most important growth markets. The company is responsible for organising the trade fair called Kids India, held annually in Mumbai since 2013.

Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo and New York**. The Company's own subsidiaries in the key locations of **China and India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.