

Report 15 YEARS

25-27.02.

2025



 **UFI**
The Global
Association of the
Exhibition Industry

Kids' Time

15th International Fair of Toys
and Products for Parents
and Children



Strategic Partner: **Marko**
www.marko-baby.pl

Main Media
Partner:

**BRANŻA
DZIECIĘCA**
CZASOPISMO
HANDLOWCÓW

Co-operation:



The Jubilee Kids' Time delivered innovative products and revealed trends in the children's industry



For the fifteenth time, the Kids' Time Expo proved that Kielce is a place where the market's future and directions of development for products for children and parents are shaped. The anniversary show brought together producers, distributors, and experts, presenting groundbreaking solutions, inspiring premieres, and products that will soon conquer global markets.

The fourteenth Kids' Time gathered around 250 exhibitors and 4,500 visitors from 33 countries. For three days the expo stands were a lively place dominated by business talks and contracting, which resulted in agreements and contracts. Polish and foreign producers and distributors of car seats, toys, games, clothes, stationery, educational products, furniture and equipment for children's rooms were represented at the show; the exhibitors'

list included Marko – the Strategic Partner of the Kids' Time, Wader, Czu Czu, Cobi, Playmobil, and others. Pram and stroller companies also presented many new products and premieres. In addition to completely new models, the expo guests could also see refreshed colour versions and products equipped with completely new fabrics brought to you by Tako, Junama, Adamex, Roan, Bebetto, and Lionelo.

15 YEARS

15 years of Kids' Time - the jubilee celebrations bring the industry together; the special time marked with memories

The Kids' Time celebrated its 15th anniversary this year. The event started as a local initiative, but the show has now turned into one of the most important meetings of the children's industry in Europe. The anniversary was celebrated on a grand scale - the gala evening, diplomas for companies present since the first expo and a birthday cake. The exhibitors' memories only confirm this event's exceptional nature.



The jubilee, 15th Kids' Time, is much more than three days of presenting the latest products for children. It is also a sentimental journey through the history of the event, which has grown into an international business platform over the years. Since its unveiling held under the banner of „Czas Dziecka”, through dynamic development and the profile change to a strictly industry-specific expo, paved the way to today's success. Kid's Time attracts thousands of exhibitors and visitors from all over the world every year. As the exhibitors say, Kids' Time is not only a promotional opportunity for them, but also an important point in the business calendar. - **This is a celebration for us - says Jakub Bochenek, owner of the Tuban brand. – Each show is the time for meetings, inspiration and building relationships.**

The exceptional nature of the anniversary expo was also recalled by the weekly news editions of Kids' Time TV,

the broadcast continued for 15 weeks, announcing numerous attractions and emphasising the importance of this event for the entire industry. The highlight of the celebrations was the gala evening, where special thanks and awards were offered to companies present at the trade fair from the very beginning. The anniversary film showing the history of the event was screened at the gala.. The evening banquet brought together many industry representatives, and the birthday cake symbolised the joint celebration.

Today, Kids' Time is a brand of its own – recognisable, appreciated, and inspiring. The anniversary was an opportunity not only to reflect on the past but also to look to the future. As Aldona Matla, the expo manager, points out, this event brings together people from all over the world, showing the power of cooperation and passion that is behind Kids' Time's success.





250+ exhibitors



exhibitors
from 19
countries



500+
brands



4500+
visitors

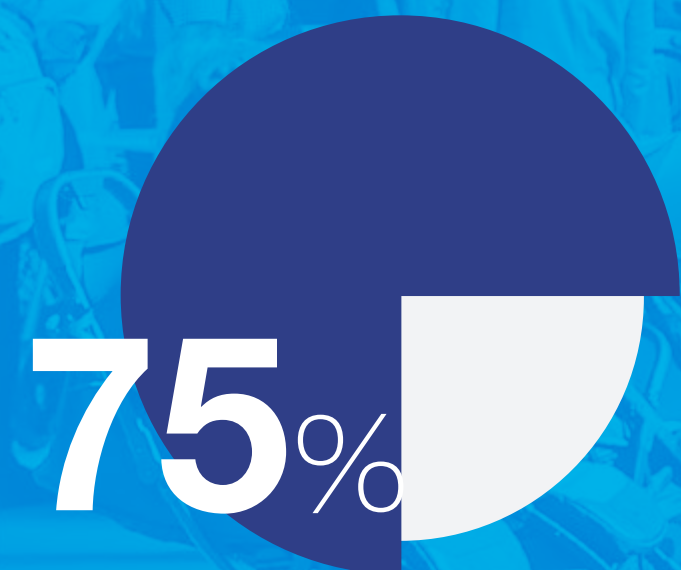
Kids' Time - facts and figures



Visitors from 37 countries

Algeria, Armenia, Australia, Austria, Belgium, Bolivia, Bulgaria, China, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Greece, Spain, Netherlands, India, Israel, Kosovo, Lithuania, Latvia, Moldova, Germany, Norway, Poland, Russia, Romania, Slovakia, United States, Sweden, Turkey, Ukraine, Hungary, United Kingdom, Italy

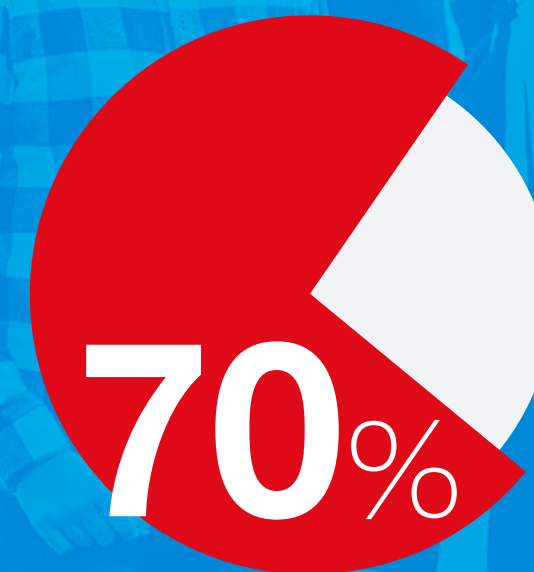
Kids' Time Visitors



presidents, owners,
directors and managers
of companies



sales specialists
and buyers

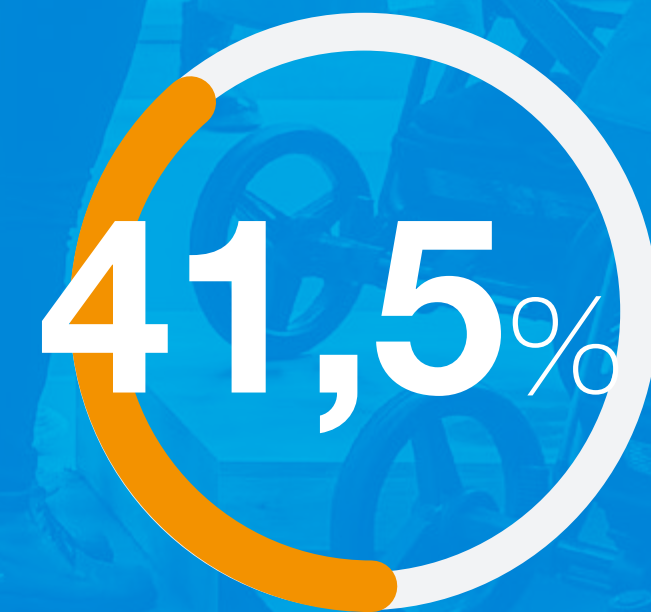


of visitors - representatives
of companies
specializing in commerce
and trading

How many times have you visited our trade show?



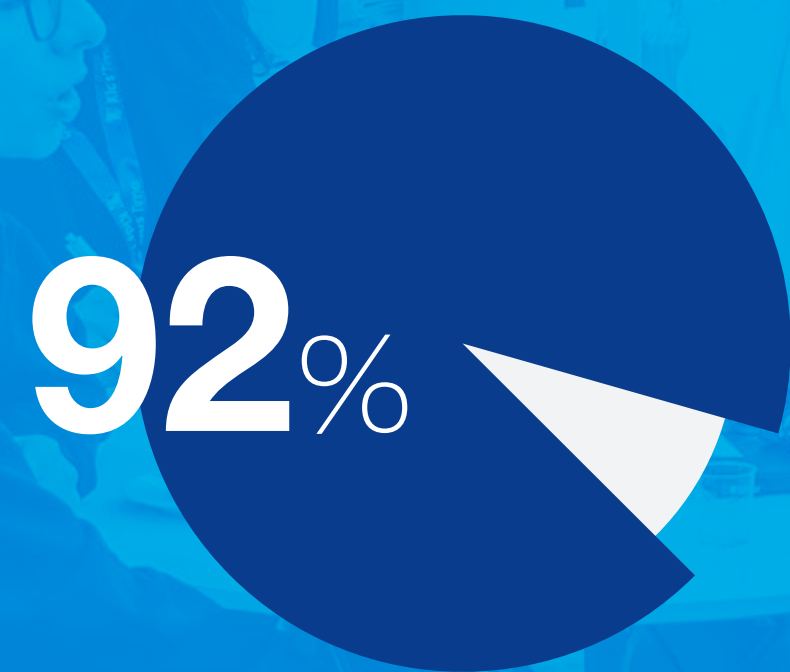
consecutive visit



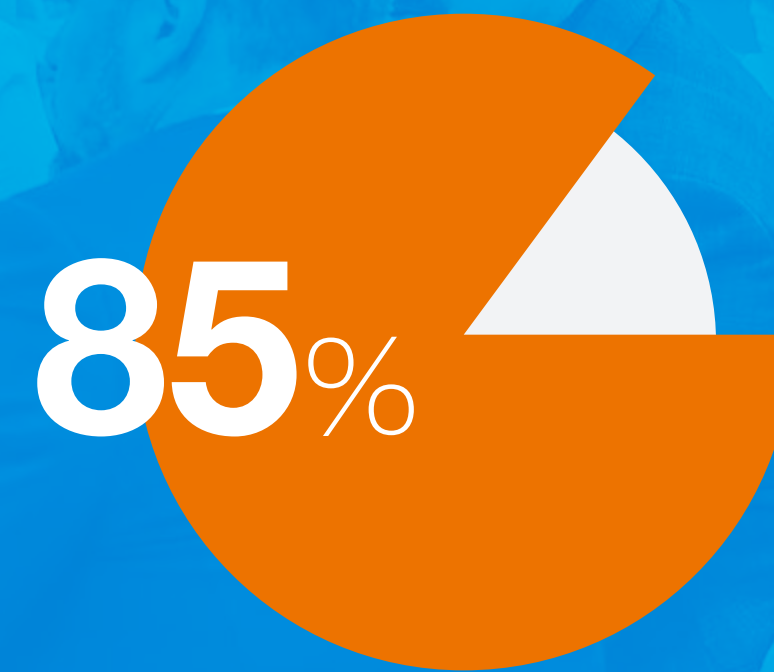
first time

Kids'Time - the exhibitor's feedback

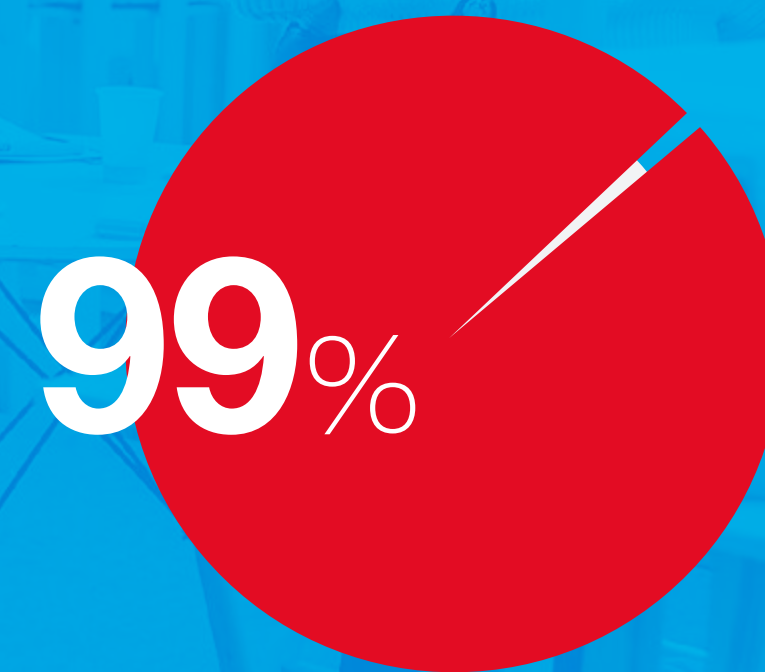
Results of surveys conducted among expo participants



92%
of exhibitors
are satisfied with their participation
in the trade fair



85%
of exhibitors
gave a positive rating
to the quality of visitors



99%
of exhibitors
are likely to participate
in the next edition

Marko strengthens the bonds with Targi Kielce for even long time

On the second day of the Kids' Time Expo, the Marko expo stand witnessed the signing of an agreement on further co-operation between the current Strategic Partner of the Kids' Time Expo and Targi Kielce. Mr. Andrzej Mochoń PhD, Targi Kielce President Board and Mr. Janusz Musioł - the owner of Marko, have signed the agreement

Marko has been associated with the KIDS' TIME fair for years, and the firm has been present on the Polish market since 1991. Ever since it was founded, Marko has been growing rapidly, and now it has advanced to become the toy market leader. Marko is a product wholesaler, but it has also expanded its business activity to include export and online sales. High quality and durability of products are the distinguishing features that have given the company a leading position in a highly competitive industry.



This year's Kids' Time Star award winners

Every year, the winners of the prestigious Kids' Time Star Award attract the attention of visitors and parents looking for inspiration and the highest-quality products. This year, the popular Kids' Time star honoured ten products that will undoubtedly set trends in the children's industry soon.

– This Expo witnessed many interesting and innovative competition registrations.

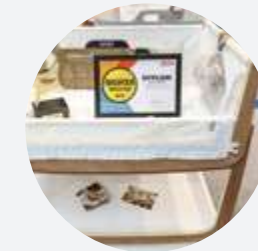
The winners of each category were selected and presented with this prestigious award. The full list of winners is available on the website at www.kidstimestar.pl – says event manager Aldona Matla. The products awarded by the Jury Panel, chaired by Marek Jankowski, publisher of the magazine „Branża Dziecięca [child products and services business sector magazine]”, included:



This year's Kids' Time Star award winners

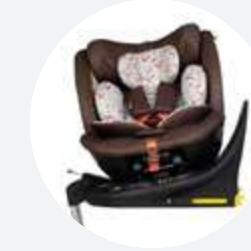


More information on
the Kids' Time Star contest
can be found on its website:
www.kidstimestar.pl



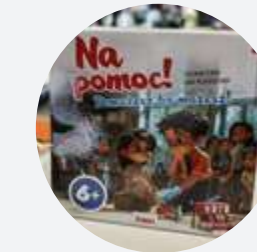
SnuzPod5
TRADESPOT

Accessories for children
and parent



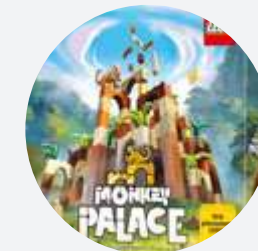
Cosatto Acorn All Stage
HOOKA

Car seats and retainers



produkt pod nazwą Na pomoc!
JAWA
Wyszkowski Bartłomiej

Gry edukacyjne



LEGO Monkey Palace
REBEL

Games



"I am Green"
series of bioplastic toys by
TACTIC GAMES Polska

Planet-friendly products



Bumprider Connect
mini stroller by
MARKO

Prams and strollers



SENSORKY
- sensory path by
MOM'S CARE

Toys 3+ age group



CONNETIX 48 Piece Roads
Creative Pack
Connetix Tiles

3 Toys +



"Shapeshifting" by
SMARTBEE CLUB

Educational toys



Lumi'Board by
CX DYSTRYBUCJA

Creative toy sets

Social Media facts and figures

February 2025



40+

publications



200+

followers



17 K+

views



New followers from:
China, Croatia, Czech Republic,
France, Germany, Greece, Hungary,
Israel, Italy, Poland, Romania,
Spain, Sweden, Tunisia, Turkey,
United Kingdom, USA.



50+

posts



135 K+

post outreach



5500+

video views



31 K+

reactions, comments
and post sharing



350+

relation



170 K+

post outreach



300+

Instagram tags



2 K+

views of each reel

Business Forum at the Kids' Time Expo - knowledge, trends and inspirations for the children's industry

The Kids' Time expo agenda was packed. Polish and foreign experts delivered an abundance of lectures on the stage. They joined the Business Forum to discuss many topics related to toy market analysis, current trends in the children's products sector, and legal and licensing issues.

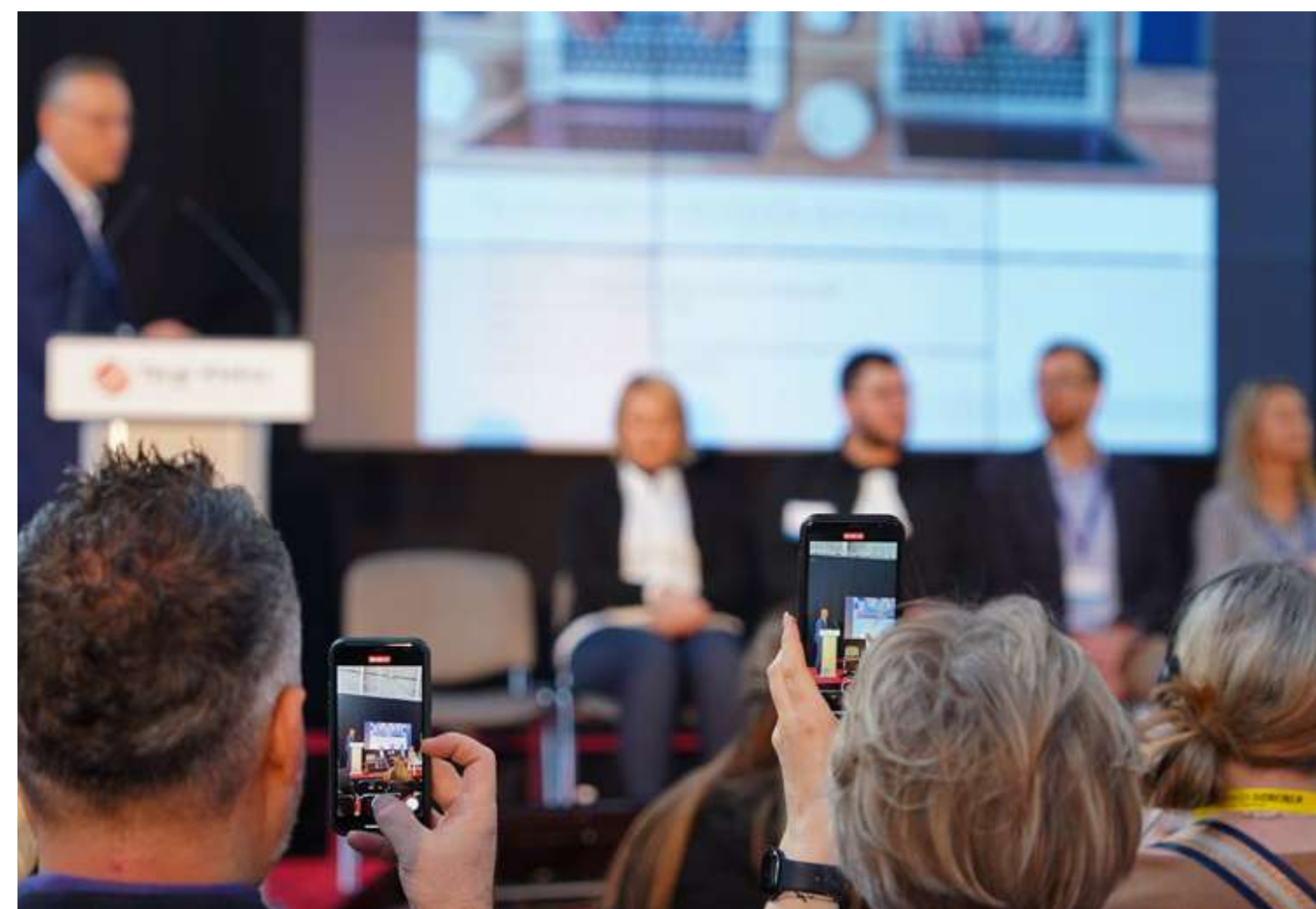
The Kids' Time Business Forum stage turned into a centre of substantive knowledge and current market trends. Participants were offered the opportunity to listen to eight inspiring lectures that touched on the most critical aspects of the children's industry. Piotr Wita from Szkraby Wita presented an insightful analysis of the Polish stroller market, while Paweł Szmidt from RMD Research presented „RMDR—the best report

on the toy market in Poland.” Tomasz Bruss, president of MediaFarm lectured on „**Ad campaigns that sell: How to reach children in the multiscreen era?**, sharing research results and examples from the toy market. **How to use consumer feedback to increase sales** - Sebastian Horoszko, CEO of zaufane.pl offered an insight. Kamil Bąkowski from IdoSell discussed the impact of modern e-commerce platforms,

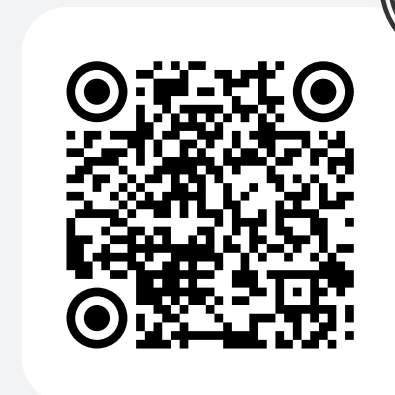


speaking about „**Technology is changing children's shopping**”. Urszula Kaszubowska, editor-in-chief of Branża Dziecięca, revealed how **to capitalise on the sales potential of upcoming toy trends for 2025**. The agenda also included legal topics – Doctor Izabella Tymińska presented the actions of the European Commission towards Chinese e-commerce platforms in the context of **product safety and protection of the children's toy market**. The event was complemented by a practical lecture by Szymon Niewęłowski from Packet Poland: **Cross-border is not as scary as it seems, i.e. 5 steps to selling to new European markets**. On the first day, the stage hosted Ewa Minge, ambassador of the Bebetto brand, who promoted the Polish manufacturer's newest stroller bearing her name – Monti x Eva Minge. - **I have been involved with fashion for 35 years, and as a trend setter, I combine my visionary approach with modern technological solutions from Bebetto. Thanks to our cooperation, we can offer young parents products that stand out with their quality and design and remain fashionable for many years.** – emphasized the ambassador.





Let's stay in touch



See you next year
17-19.02.2026



Kids' Time
Thank you
for joining
us!

Kids' Time team

