

CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

POST SHOW REPORT

42nd INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

11-14 December 2024, İstanbul

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CBME Türkiye 2024 "**

CBME TÜRKİYE: THE LARGEST BABY AND CHILDREN'S PRODUCTS EXHIBITION OF THE REGION

The 42nd International Istanbul Children Baby Maternity Industry Expo took place at the Istanbul Expo Center, Hall 1-2-4, from December 11 to 14, 2024. As the region's largest event of its kind, it drew **over 11,000 visitors from 110 countries.**

This year's CBME Türkiye once again gathered global professionals, reinforcing its status as a key international hub where buyers worldwide placed orders and connected with industry experts.

CBME Türkiye is
your link to
exclusive buyers
and global
business connections!



EXHIBITOR FIGURES

CBME Türkiye once again solidified its position as the center of trends and trade for the global baby and kids' products industry. With an impressive lineup of over **1,000 exhibiting brands from 10 countries**, there were **289 booths** to explore for visitors.

CBME Türkiye 2024 was a massive event, spanning **three halls** and covering **30,000 square meters**. Exhibitors brought the latest in strollers, safety gear, feeding essentials, and baby furniture. The show also spotlighted a variety of trendy baby and kids' clothing and accessories. With **60,000 collections** for the **Spring-Summer 2025 season for kids aged 0 to 16**, it gave us a thrilling glimpse into future retail trends. The show was truly a must-see for anyone in the industry!

Exhibitor brands with the rich product variety, and the colorful atmosphere of the fair received a full mark and high satisfaction from visitors.

289

Exhibiting
Companies

1,000+

Exhibiting
Brands

11

Countries

30,000

SQM Exhibition
Area

11

Exhibiting
Countries

BRAZIL, CHINA, CZECHIA, EGYPT, FRANCE, PORTUGAL, SAUDI ARABIA,
SOUTH KOREA, SWEDEN, TÜRKİYE, UNITED ARAB EMIRATES

EXHIBITOR PRODUCT GROUPS



NEWBORN & BABY FASHION



CARRIAGES & SAFETY
PRODUCTS



CHILDREN & TEENAGE
FASHION



FURNITURE & HOME TEXTILE



EVENING & CEREMONY
FASHION



SHOES, SOCKS, UNDERWEAR,
NIGHTWEAR, SWIMWEAR
FASHION



FEEDING & CARE PRODUCTS



TOYS & BIKES

“89% of our exhibitors recommend CBME Türkiye exhibition to other sector professionals.”

VOICES FROM CBME TÜRKİYE 2024 EXHIBITORS

“This is our first time at CBME Türkiye and we have already met many new buyers. We have had visitors from countries such as Libya, Pakistan, the United Kingdom, Uzbekistan, USA, Saudi Arabia. We have had customers who have placed orders and we have gained many new potential customers. This is the right fair to gain new customers and open up to new markets.”

Pilar Pastor | PICCOLA SPERANZA, Brand Manager&Designer (Portugal)

“Our brand produces baby care products. This is our first time participating in the fair and it will definitely not be our last! We met with buyers from many different countries here. We had visitors from Iraq, Syria, Lebanon, Algeria, Libya, Morocco to Europe and the Balkan countries. I recommend everyone who wants to open up to international markets to take part in CBME Türkiye.”

Ahmed Nazeer | BUBBLES & NICE BABY, International Trade Manager (Egypt)

“This is our third year at the fair. It has become a place where we meet buyers from many countries and establish connections worldwide. Especially from North African countries like Libya and Algeria, as well as Middle Eastern countries such as Saudi Arabia, the United Arab Emirates, Palestine and Israel. This fair has been a market where we met customers for the first time. It has also been significant for us for the buyers from Russian region. This fair has been a gateway for us to expand into many different regions.”

Duygu Çavuşoğlu Ntagkala | KOKORI, Founder (United Kingdom)

“This is our third time participating in this fair and it is definitely one of the fairs we trust the most. Here, we meet buyers and receive orders, especially from North Africa, Central Asia and the Middle East. The most important gain is meeting new customers and opening up to new markets. We will continue to invite other brands from Europe to this fair.”

Nuno Maia | BEPPI, Director of Commercial (Portugal)

“This is our first time participating in this fair, we are exhibiting our orthopedic mats at the fair. There are really many visitors and we are very happy to be here. In addition to Türkiye, we also met buyers from countries such as Uzbekistan, Turkmenistan and European countries such as the Netherlands and Germany. I think it is a must for children's product manufacturers to take part in this fair.”

Radim Niederle | MUFFIK, CEO (Czech Republic)

“We are the first and only barefoot producer and seller in Türkiye and this is our fourth participation at CBME Türkiye. For those looking to expand their brand, grow their business, open up to international markets and reach the right contacts; this fair is an excellent choice.”

Onur Açık | HOPFRÖG KIDS, E-Commerce & Marketing Manager (Türkiye)

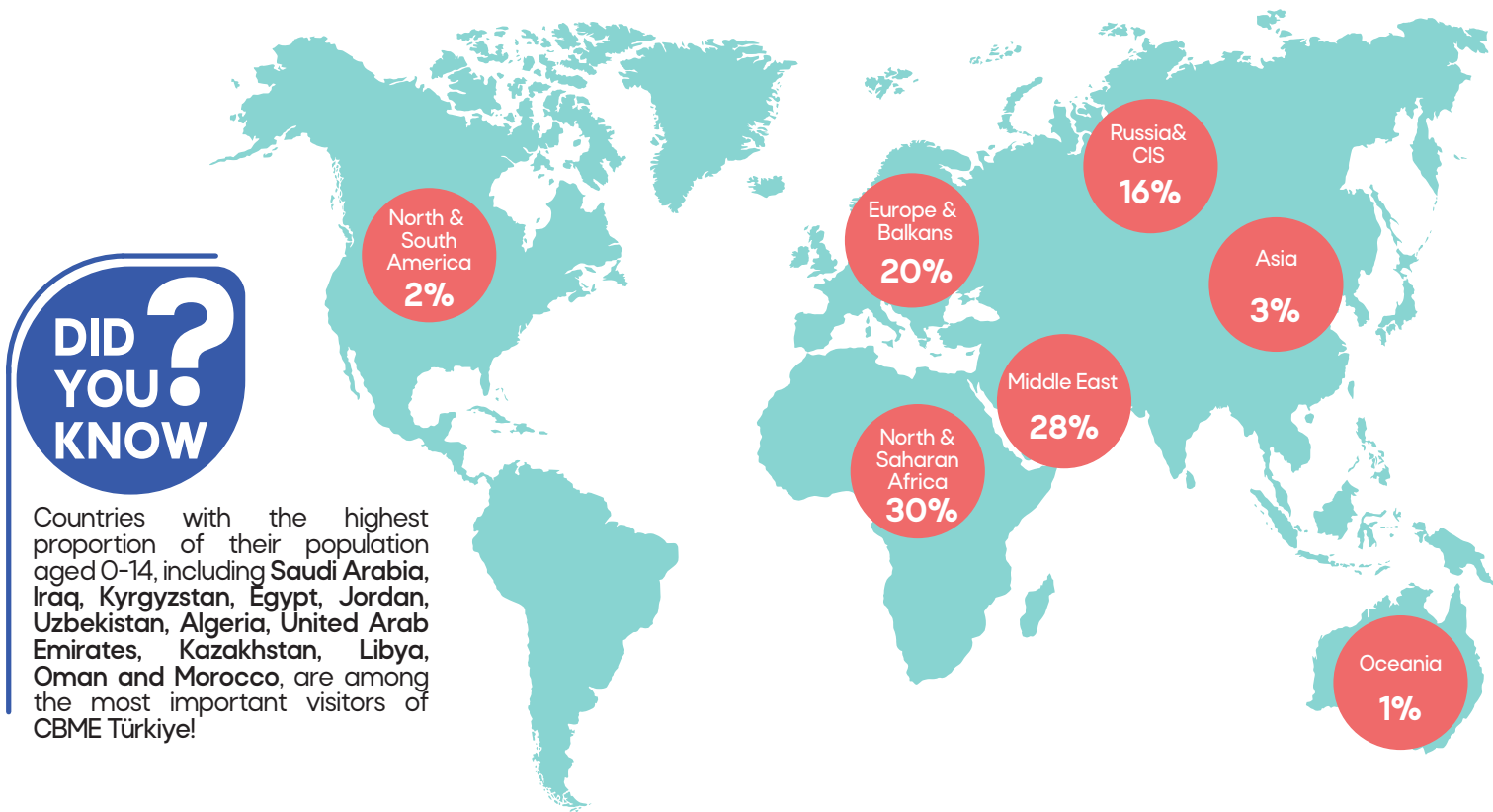


VISITOR FIGURES

Professionals in the global baby and kids' products industry are showing a growing interest in CBME Türkiye every year. CBME Türkiye 2024 hosted **11,396 sector professionals** from **110 countries**. Visitor density has increased by 11% compared to the previous year.



Geographic Breakdown of the International Visitors



TOP 20

- | | |
|----------------------|------------|
| Algeria | Ukraine |
| Libya | Uzbekistan |
| Russian Federation | Greece |
| Iran | Lebanon |
| Iraq | Jordan |
| Saudi Arabia | Bulgaria |
| Kazakhstan | Romania |
| Palestine | Egypt |
| Morocco | Oman |
| United Arab Emirates | Kyrgyzstan |

VISITOR PROFILE

- 55% Retailers
- 22% Wholesalers
- 8% Buying Offices & Importers & Distributors
- 8% Department Stores & E-Commerce
- 5% Suppliers, Service Companies & Others
- 2% Manufacturers

INTERNATIONAL VISITOR COUNTRIES

AMERICA & OCEANIA

American Samoa, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Aruba, Brazil, Canada, Colombia, Ecuador, Mexico, Tonga, United States of America.

ASIA

Afghanistan, Bangladesh, Bhutan, China, Hong Kong, India, Indonesia, Japan, Mongolia, Pakistan, Philippines, Thailand, Vietnam.

EUROPE & BALKANS

Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, France, Germany, Greece, Italy, Kosovo, Lithuania, Luxembourg, Malta, Montenegro, Moldova, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, Ukraine, United Kingdom.

MIDDLE EAST

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen.

NORTH & SAHARAN AFRICA

Algeria, Angola, Chad, Côte d'Ivoire, Egypt, Ethiopia, Gabon, Ghana, Guinea, Libya, Malawi, Mali, Morocco, Niger, Nigeria, Rwanda, Sierra Leone, Somalia, South Africa, Sudan, Tunisia, Uganda, Western Sahara, Zimbabwe.

RUSSIA & CIS

Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Uzbekistan.

“94% of our visitors stated they would visit CBME Türkiye again in 2025.”

VOICES FROM CBME TÜRKİYE 2024 VISITORS

“I focus on natural fabrics such as organic or linen. I visited this fair for this reason and my experience was amazing, it was very intense. There are miles of clothes and so much stuff that it is hard to digest it all. It is really amazing to see so much creativity and original designs here. I think I found many manufacturers and wholesalers that fit my needs. Come and have a look here, it is really impressive.”

Sorina McMillen | **DRUULO, Founder (USA)**

“We have been visiting this fair since 2019, so we are very active visitors. We have a wide range of products for newborns and pregnancy. Baby clothes, cribs, strollers, car seats and toys... The fair is very well organized and the presentation is great. My impressions this year are much better than previous years. Especially in baby fashion and newborn clothing, everything is perfect. I am 100% sure that I will come back to CBME Türkiye next year.”

Salome Kutateladze | **WISHLIST, Founder (Georgia)**

“We are one of the leading baby stores in Ukraine. We sell all groups of baby products, so we look for all categories here too. We definitely found many products that we were interested in. Everything is very well organized. I definitely recommend you to visit CBME Türkiye, see you again in 2025!”

Shakhin Musaiev | **PAMPIK, CEO (Ukraine)**

“I work in merchandising and supply for two of the largest department stores in Ecuador. This is our first time visiting this fair and we have already found several suppliers to work with. The number of exhibitors is impressive here and the quality of the products is really good.”

Pierina De Genna | **LANTAU, General Manager (Ecuador)**

“I live in the Netherlands and my company is based in the Netherlands, we are here to meet suppliers who produce sleeping bags. There are so many suppliers here. I had very good meetings and I see a lot of potential here. Anyone interested in any baby or children's accessories should definitely visit this fair. Because there is so much variety here and people from all over the world come here to explore.”

Mustafa Duyar | **BLIKCART, Owner (The Netherlands)**

“We are an international children's clothing brand. This is my first time visiting this fair and I absolutely love it. I came to this fair especially for boys' suits, girls' dresses, socks and shoes and I really found them all. I met many new suppliers. It is very important to see new products, feel their quality first hand and understand if they are suitable for my customers. If you are not here, you are missing out! You should come, talk to suppliers and discover new brands. I will definitely be here next year.”

Victoire Petgang | **KIRSTENANDKENDALL, CEO (USA)**

EVENT HIGHLIGHTS



Trend Seminar by WGSN

The World's #1 trend authority WGSN presented Autumn-Winter 25/26 Kids Fashion.

In this exclusive seminar, expert insights and the need-to-know fashion trends for A/W 25/26 have been shared with the participants. The presentation, which included macro trends affecting kids' wear; color, pattern, fabric, apparel, and accessories, received great interest both from the visitors and exhibitors.

A Comprehensive Seminar Program

From trade opportunities across different continents to sustainable industry practices, our three-day comprehensive conference program provided participants and visitors with a platform to stay up to date with the latest industry trends.

Trend Area

We presented trend color harmonies of Autumn/Winter 2025-2026 and Spring/Summer '26 seasons at our trend area which takes place at the main foyer of the Istanbul Expo Center. Visitors and exhibitors had a chance to get insights in advance while taking the best pictures in front of our mood boards.



Pop-up Corner

Tiny trendsetters, organic products, and everyday essentials... Must-have items for kids and the latest fashion trends were all in one spot. Our special "pop-up" corner was the spot you wouldn't want to miss this year! This area, where we showcased the trendiest products collected from all our exhibitors, provided visitors with a comprehensive space to explore a variety of products.



Women in Charge Platform

We believe that every woman should feel valued, recognized, and inspired to reach her full potential. To achieve this, we designed a year-round project focused on supporting women in the industry!

During CBME Türkiye, we created a dedicated Women in Charge Area, a special space where female professionals in the industry could connect, share experiences, and support one another. This lounge served as a relaxation point amidst the busy fair, featuring hairstyling services and shoulder massages, which received great interest from women manufacturers and buyers.

Hosted Buyer Program

Meticulously organized the "Hosted Buyer Program" brought together over 400 high-caliber buyers from 27 target countries including UAE, Kuwait, Palestine, Jordan, Algeria, Libya, Iraq, Egypt, Kazakhstan, Russia, Kyrgyzstan, Uzbekistan, Serbia, Turkmenistan, Czechia, Tajikistan, Saudi Arabia and Ukraine. Hosted Buyers who visited the fair for the first time and made order oriented B2B meetings with national & international exhibitors within the 4 days of the show.

SOCIAL CHANNELS



25K+ Followers

4.2M+ Reach

94K+ Interaction

101K+ Likes



17K+ Followers

3.8M+ Reach

42K+ Impression

38K+ Interactivity



600+ Followers

384 Post Shared

3127 Interactions



New In!



Also follow us on



CBME Türkiye Supports Sustainability



CBME Türkiye, the biggest international baby and children exhibition, takes pride in fulfilling its social responsibility by taking many steps in sustainability to leave a more livable world to new generations as well as bringing the industry together.

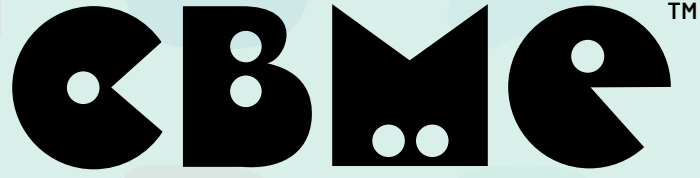


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As a part of our continued commitment to the sustainability of our events we have switched our event's electricity usage to be from renewable sources, therefore making our electricity usage carbon neutral and significantly reducing our events carbon footprint.





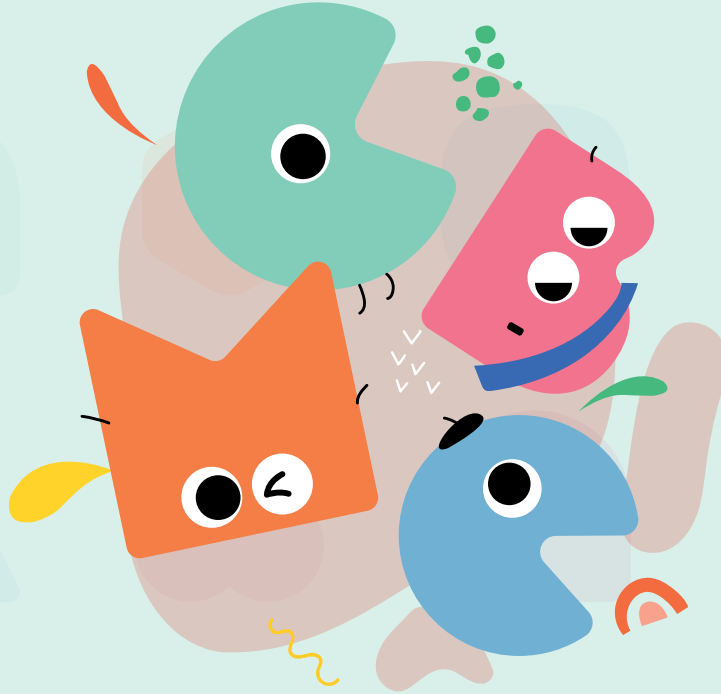
CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

43rd INTERNATIONAL İSTANBUL

CHILDREN BABY MATERNITY INDUSTRY EXPO

3-6 December 2025, İstanbul



EXHIBIT



VISIT



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