CBME™

CHILDREN BABY MATERNITY EXPO

TÜRKİYE

2025 Post Show Report

The heart of baby and children's products industry



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"Take a Virtual Tour: Explore CBME Türkiye 2025"

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

The 43rd International Istanbul Children Baby Maternity Industry Expo took place at the Istanbul Expo Center, from December 3 to 6, 2025. As the region's largest event of its kind, it drew **thousands of visitors from over 100 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 **500 exhibiting brands from 14 countries,** there were **203 booths** to explore for visitors.

Exhibitors brought the latest in baby furniture, toys, feeding essentials, and home textile. The show also spotlighted a variety of trendy baby and kids' clothing and accessories. With **50,000 collections** for the **Spring-Summer 2026 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!

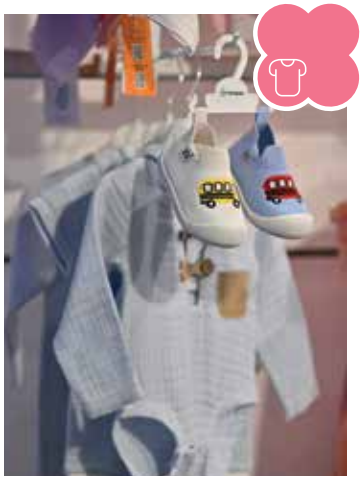
Exhibitor brands with the rich product variety, and the colorful atmosphere of the fair received a full mark and high satisfaction from visitors.

203	500+	14	30,000
Exhibiting Companies	Exhibiting Brands	Countries	SQM Exhibition Area

14 Exhibiting Countries

AUSTRALIA, CHINA, EGYPT, FRANCE, LATVIA, THE NETHERLANDS, POLAND, PORTUGAL SINGAPORE, SPAIN, SWEDEN, TÜRKİYE, THE UNITED KINGDOM, THE UNITED STATES

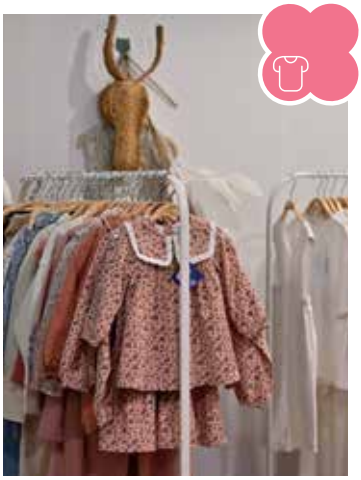
EXHIBITOR PRODUCT GROUPS



NEWBORN & BABY FASHION



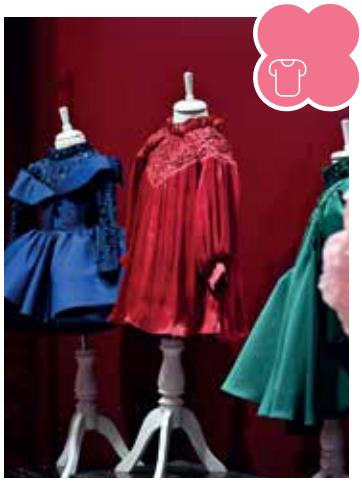
CARRIAGES & SAFETY PRODUCTS



CHILDREN & TEENAGE FASHION



FURNITURE & HOME TEXTILE



EVENING & CEREMONY FASHION



SHOES & LIFESTYLE



FEEDING & CARE PRODUCTS



TOYS & BIKES

"92% of our exhibitors recommend CBME Türkiye exhibition to other sector professionals."

VOICES FROM CBME TÜRKİYE 2025 EXHIBITORS

"We've had visitors from all over the region and far away. Even countries we didn't know existed! We hosted people from Kyrgyzstan, Kazakhstan, Albania, Georgia, Dubai, everywhere. We've met many new buyers and had a lot of new leads. We will definitely attend CBME Türkiye again. I would talk with many other brands to say that they should try it. Because it's very new and interesting to us and we get to meet people we can't catch anywhere else."

Agathe Bourgeois, Head of Sales
MOLO (France)

"I am the owner of the Buckhead brand, and we are also the distributor and licensor of Igor for the MENA region. Previously, we exhibited in some shoe fairs in Europe. However, since we achieved better results at CBME Türkiye, we decided to stop attending those fairs and continue here instead. The professional structure of this fair has provided us with significant potential in export markets, especially in countries like Russia, Kazakhstan, Eastern Europe, and similar regions. I can say that this is the main platform where our export department meets key customers."

Erdem Yılmaz, Owner
IGOR & BUCKHEAD (Türkiye)

"We specialize in eco-friendly products, and we have a range of baby silicone dishware and also bamboo fiber dishware. This is the first time at CBME Türkiye, and so far, we're really happy. We've seen a variety of customers coming to the stand. So far, we have, of course, potential Turkish customers, but also a wide variety, such as people from Jordan, from Iraq, from Iran, from Kyrgyzstan, from Oman, Saudi Arabia. So, it's a very large international show for us."

Bruno Louis, CEO
EKOBO (France)

"Our brand is a brand connected strictly to dentistry. We are making sonic toothbrushes, dental flosses, toothpaste, etc. I would highly recommend every business that is thinking about going more abroad to come here to CBME Türkiye. I think it's a very good place to make business because it's a central point where other nations, other cultures can meet and can develop businesses."

Krzystof Galka, Brand Manager
SEYSSO (Poland)

"We established this brand as two female entrepreneurs. Our brand is design-focused and aims to prioritize quality for children aged 2-11. We've built great networks. We met wonderful people here and had the chance to introduce our brand to people who didn't know about it. This year, there has been a particular focus on PR efforts highlighting boutique brands, such as collaborations with influencers and magazines."

Muazzez Tayan Coşkun, Co-founder
BEETLEBEEZ (Türkiye)

"We have a broad range of products. We sell bags, clothing, accessories, sunglasses, and even watches. This is our first time exhibiting at CBME Türkiye, and so far, it's been great! We had visitors from all over Türkiye, and from many countries such as Uzbekistan, Dagestan, Russia. Dubai. We've met with a lot of new potential clients. We've had a couple of orders and made a lot of contacts. I think this exhibition has been really good so far."

Bart Lamaker, Sales Responsible
STICKY LEMON (The Netherlands)





Who showcased their products

Beppi · Dadati · EKOBO · evorie · Dirkje · gugu the hero · Goldie+Ace · Haoque · kidwell · KK TREND · kokonoko · LUU kids · milin · Mini Moca · Molo · NCVI · neno · NEK KIDS FASHION · Nines d'Onil · no way monday · S·E·Y·S·S·O · SOFIJA · sticky lemon · paade MODE

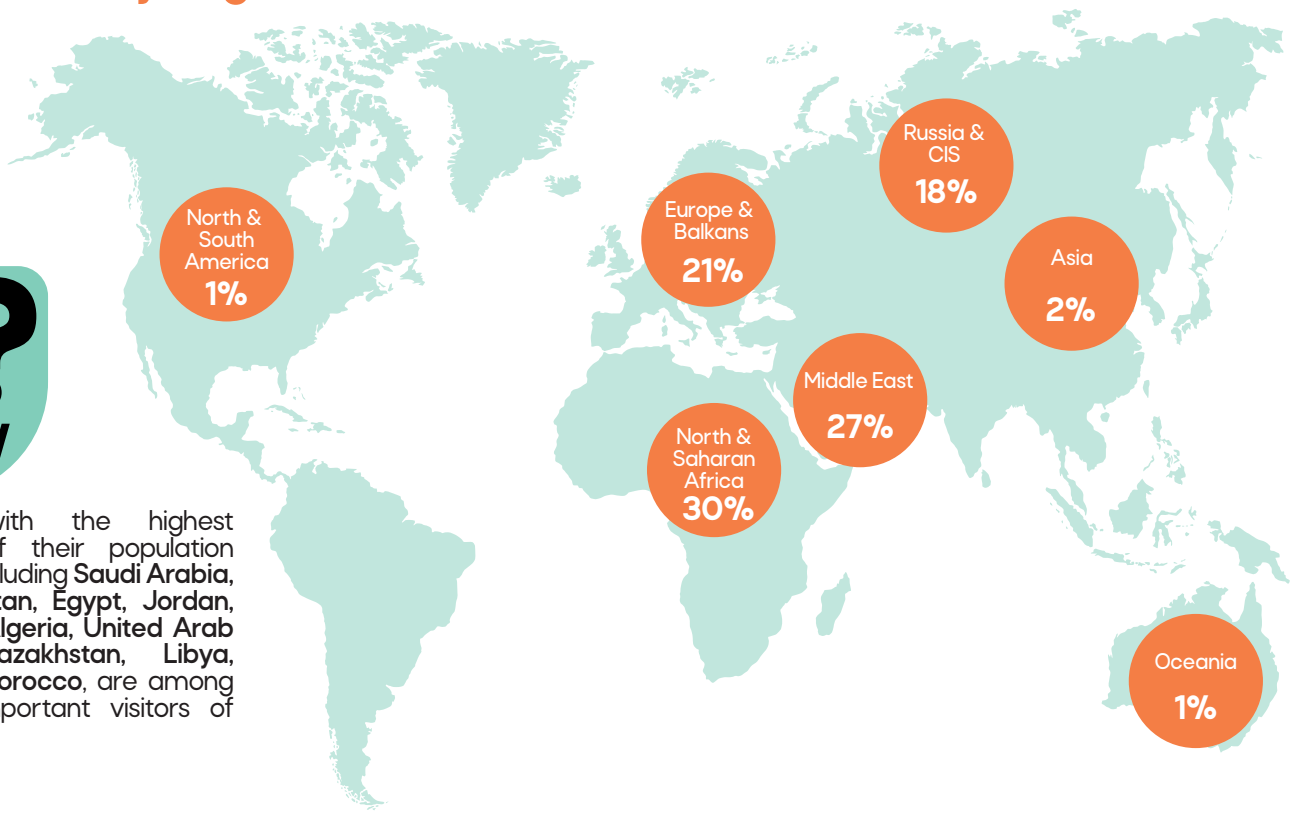
View all exhibitors

VISITOR FIGURES

Professionals in the global baby and kids' products industry are showing a growing interest in CBME Türkiye every year. CBME Türkiye 2025 hosted **thousands of industry professionals** from **108 countries.** Visitor density has increased by **31%** compared to the previous year.

9,387 Trade Visitors	From **108** Countries	**31%** International Rate	**65%** New International Visitors

Breakdown by region



DID YOU KNOW?

Countries with the highest proportion of their population aged 0-14, including **Saudi Arabia, Iraq, Kyrgyzstan, Egypt, Jordan, Uzbekistan, Algeria, United Arab Emirates, Kazakhstan, Libya, Oman and Morocco**, are among the most important visitors of CBME Türkiye!

TOP 20 Visitor Countries

- Libya
- Algeria
- Russian Federation
- Greece
- Palestine
- Lebanon
- Saudi Arabia
- Kazakhstan
- Iraq
- Iran
- Morocco
- Jordan
- Ukraine
- Uzbekistan
- Serbia
- United Arab Emirates
- Kosovo
- Kyrgyzstan
- Azerbaijan
- Bulgaria

WHO ATTENDED?

- 49% Retailers
- 20% Wholesalers
- 12% Manufacturer / Exporter
- 9% Department Stores & E-Commerce
- 4% Distributors & Buying Offices
- 4% Suppliers
- 3% Service Suppliers, Media, Cargo & Others

VISITING COUNTRIES

AMERICA & OCEANIA
American Samoa, Antarctica, Antigua and Barbuda, Argentina, Aruba, Brazil, Canada, Colombia, Ecuador, Guam, Mexico, Tonga, United States of America, Panama, Venezuela.

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

EUROPE & BALKANS
Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czechia, France, Germany, Greece, Italy, Lithuania, Luxembourg, Malta, Montenegro, 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, Cameroon, Chad, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Guinea, Libya, Mali, Morocco, Nigeria, Sierra Leone, Somalia, South Africa, Sudan, Tunisia, Uganda, Zimbabwe.

RUSSIA & CIS
Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Uzbekistan.

"91% of our visitors stated they would visit CBME Türkiye again in 2026."

VOICES FROM CBME TÜRKİYE 2025 VISITORS

"I own stores in Iraq that specialize in baby products. This is my third time visiting CBME Türkiye, and I have already placed orders. We don't look for brands anywhere else; we simply come here because every company is represented. We can select exactly what we need. Visit CBME Türkiye because it's an excellent place where you can find everything you are looking for. If a buyer can't find the company they are searching for, they can find it here."

Khalil Hussain, Manager
HT Baby (Iraq)

"We are a wholesale company based in Bulgaria. I am responsible for the export market. We are looking for toys and baby products here. This is my first time in CBME Türkiye. We are very happy from what we saw and what we found till now. People are very positive and there are many different product groups than all the other fairs that we've been to until now. We are really impressed by the quality, especially quality of the clothes."

Petya Dakova, Export Manager
MBG Toys Ltd (Bulgaria)

"I have baby shops in my country. I'm selling baby clothes & products, and children's clothing & products. I'm looking for products for kids from 0 to 12 years here. It's my first time in CBME Türkiye, and I'm so satisfied. Normally I must go different markets in different cities and countries but here everybody is here, so it's easy to do trade. The quaility is very good and order flexibility is a bonus. Next year visitors? I will tell them to bring a lot of money. Because everything is nice here and you will want to take everything."

Diop Ndeye Salimata, CEO
Happy Kidz (Senegal)

"I have children's clothes shops and an e-commerce site. I mainly sell for small babies up to about 4 years of age. I'm looking for high quality cotton blends, baby grows, baby suits here. We've done a circuit once around the halls, made a short list and now we're going back to place some orders. It's been a worthwhile trip. I'm sure that you'll find plenty of different stands that will appeal to you."

Angela Gillet, Sales Manager
Little Star Imports LTD (United Kingdom)

"We are searching for products for children's from 0 to 12. CBME Türkiye is a very good exhibition. We can find a lot of suppliers, and we are able to find new products for our market. I think there are a lot of good suppliers here."

Massimiliano Rossi, Owner
Baby Rainbow s.r.l. (Italy)

"From textiles to toys and children's accessories, we offer a wide range of products. CBME Türkiye is a fair we value highly. We are already in the process of finalizing agreements with a few companies here. It's been very productive for us. We believe we've found very targeted, functional, and good products with high-quality. As a retailer, I think this fair is very beneficial. I would recommend visiting this fair for everyone who are looking for quality and unique products."

Ersin Karahaliloğlu, Owner
Little Octupus (Türkiye)

EVENT HIGHLIGHTS

9 Seminar Sessions	6 Workshop Sessions	15 Speakers



Trend Seminar by WGSN

The World's #1 trend authority WGSN presented Autumn-Winter 26/27 Kids Fashion.

In this exclusive seminar, expert insights and the need-to-know fashion trends for A/W 26/27 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 exhibitors and visitors with a platform to stay up to date with the latest industry trends.





Trend Hub

We presented trend color harmonies of Autumn/Winter 2026-2027 and Spring/Summer '27 seasons at our Trend Hub. Visitors and exhibitors had a chance to get insights in advance while taking the best pictures in front of our mood boards.

DesignLab

Workshops were organized in collaboration with Istanbul Erguvan Women's Cooperative and Uşak University in the DesignLab area, allowing all visitors and exhibitors to collaboratively produce products and network simultaneously.



Hosted Buyer Program

Meticulously organized the "Hosted Buyer Program" brought together over 502 high-caliber buyers from 30 target countries including UAE, Kuwait, Iran, India, Algeria, Libya, Iraq, Germany, Kazakhstan, Russia, Spain, Bulgaria, Serbia, Turkmenistan, Czechia, Tajikistan, Saudi Arabia and more. 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.

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CBME TÜRKİYE SUPPORTS SUSTAINABILITY

This event is powered by Renewable Electricity

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.

CBME™

CHILDREN BABY MATERNITY EXPO

TÜRKİYE

44th INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

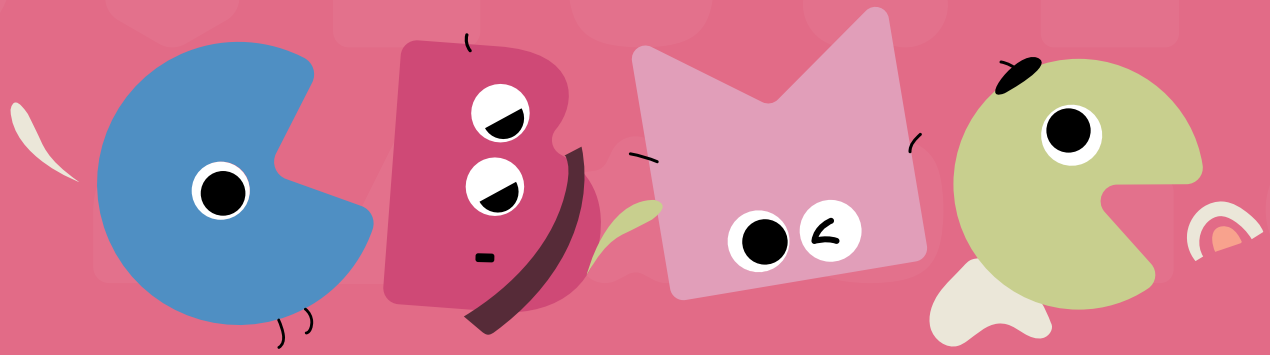
02-05 December 2026

İstanbul Expo Center

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Visitor Registration



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