



# SHOW REPORT

HANOI CITY INTERNATIONAL MATERNITY, BABY & KIDS FAIR

Address: ICE, 91 Tran Hung dao, Cua Nam Ward, Ha Noi

Time: 25 - 28 September, 2025

Organizer **coex**  **SEGE FAIRS**



[vietbabyfair.com.vn](http://vietbabyfair.com.vn)

# THE 5th VIETBABY FAIR IN HANOI



**6.000**

sqm of exhibition space

**300**

Brands

**250**

Booths

**1,800+**

Trade Buyers

**20,000+**

Visitors

**15** Countries

(South Korea, USA, New Zealand, China, Italy, Japan, Taiwan, Australia, Singapore, France, Japan, Thailand, Taiwan, Germany and Vietnam)

The Hanoi International Maternity – Baby & Kids Fair (**Vietbaby HN 2025**) held from September 25–28, 2025, at the I.C.E International Exhibition Center (91 Tran Hung Dao, Cua Nam Ward, Hanoi). The event is jointly organized by **Coex** and **SEGE Fairs**. The exhibition promises to be an exciting shopping and experience destination for families with young children. It also serves as an ideal opportunity for businesses to connect, expand their distribution networks in the Northern region, and reach local consumers more effectively.

With its largest scale ever, Vietbaby Hanoi 2025 marks a significant milestone, featuring **300 brands** and over **250 booths**. The event offers a comprehensive shopping and experience space for families with young children, bringing together a wide variety of product categories — from mother and baby care products, food and nutrition, children's fashion and accessories, educational toys, and safety equipment to baby furniture and related services.





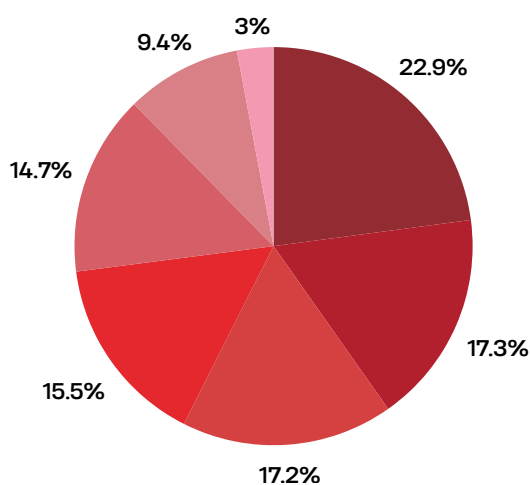
# VISITOR ANALYSIS

## 20,946 Visitors

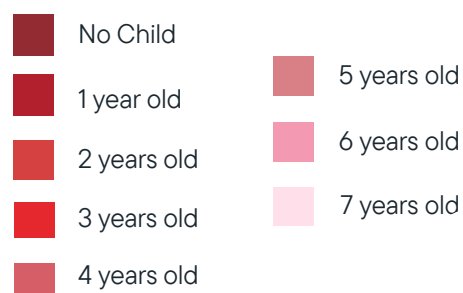
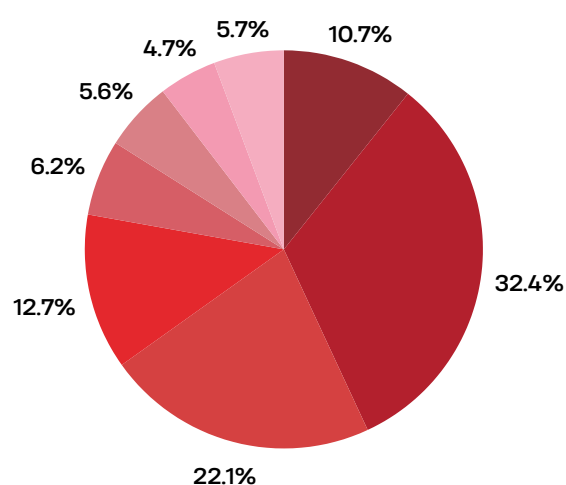
During the 4 days of the exhibition, we welcomed people, including buyers and individual visitors.

Vietbaby HN 2025 has become a pretty familiar name for moms and babies. In addition to creating an ideal shopping space by selling hundreds of domestic and foreign brand products at shockingly favorable prices, Vietbaby creates playrooms and useful activities for babies.

Interested Field



Age group



# BUYER ANALYSIS



**1,864** BUYERS

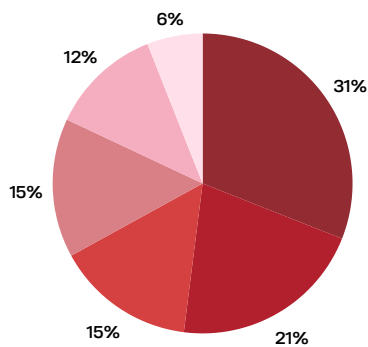
who visited and met their interested exhibitors for business purposes

The majority of visitors came from Hanoi City and major northern provinces, such as:

- Ninh Binh
- Bac Ninh
- Phu Tho
- Thanh Hoa
- Hai Phong
- Hung Yen

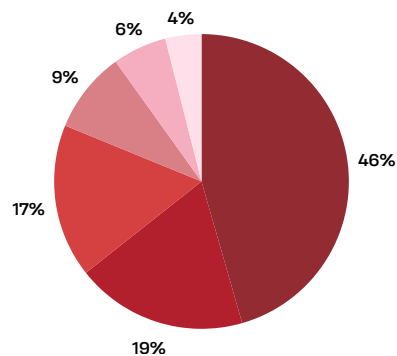
## PURPOSE OF VISIT

As the largest annual event in the mother and baby industry in Vietnam, Vietbaby Fair has established itself as a prestigious exhibition brand for over a decade. Following successful editions in Ho Chi Minh City, Hanoi, and most recently Da Nang, VIETBABY HN 2025 continues to offer consumers the opportunity to directly experience trusted domestic and international brands. This year's return to Hanoi also provides businesses with a valuable platform to expand their markets and foster effective trade connections.



### Purpose of Visit

- |  |  |
|--|--|
| Finding suppliers and new products to distribute | Considering the exhibition as a potential exhibitor  |
| Looking for new partners                         | Meetings with existing vendors and business partners |
| Market and Trend Survey                          | To start a new business                              |



### Business Scope

- |                                    |   |
|------------------------------------|---|
| Retailer/ Wholeseller/ Distributor | Importer  |
| Manufacturing                      | Finance/ Insurance/ Consulting                                  |
| Trading Service                    | Press/ Government Officer/ Public or International Organization |

# EXHIBITOR ANALYSIS

The exhibitors of VIETBABY HANOI 2025 reported high levels of satisfaction, successfully connecting with the right buyers and achieving their commercial objectives. They also shared positive feedback regarding both the quality and quantity of visitors, with exhibitors reaching over 20,000 visitors who matched their target customer segment.

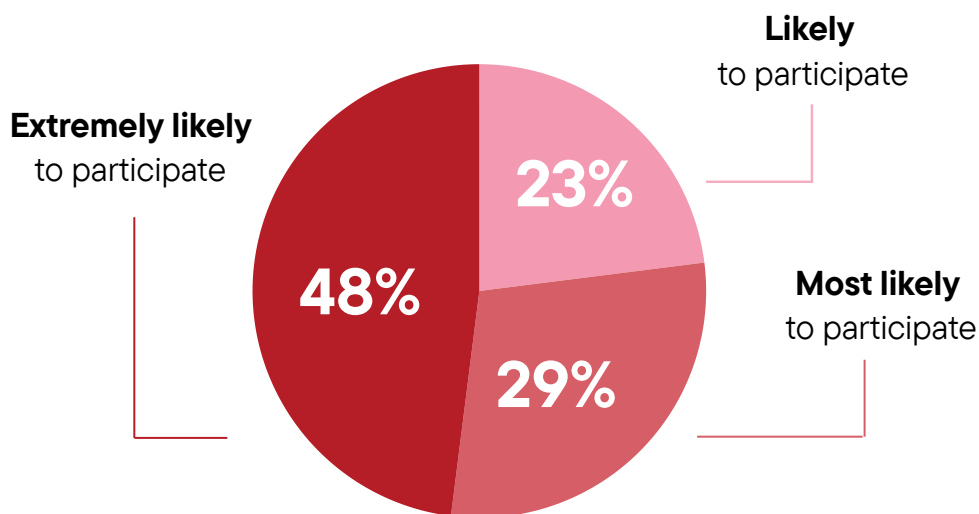


**90%**  
**OF EXHIBITORS**

declared satisfied  
by their participation

High satisfaction levels translate to re-participation at VIETBABY 2026

67% of exhibitors expressed a strong possibility/intention to participate in VIETBABY 2026.





# STAGE EVENT AND GALLERY



A lot of talk shows, workshops, minigames and contests were held at the main stage of the VIETBABY HANOI 2025 from Sep 25th - 28th, 2025.

## - Lịch Chương Trình Sân Khấu -

### THỨ NĂM, 25.09.2025

- 10:30 – 11:30 Giới thiệu sản phẩm UniDry – Điểm dừng chân hoàn hảo cho mẹ và bé  
Introducing UniDry – The Perfect Destination for Mom and Baby 
- 11:30 – 12:30 Hành Trình Dịu Nhẹ Cho Bé – Niềm Vui Cho Cả Nhà   
Gentle Journey for Babies – Joy for the Whole Family
- 14:30 – 15:30 Hiểu làn da bé – Chọn bím an toàn   
Soft Care for Baby – Safe Choice for You
- 15:30 – 16:30 Ra mắt thương hiệu ăn dặm Biobees – Dinh dưỡng sạch, Khởi đầu vàng   
Launching Biobees Baby Food – Pure Nutrition for a Golden Start
- 16:30 – 17:30 Thử thách “Cảm nhận sự khác biệt” cùng a2®   
Contest “Feel the Difference” with a2®
- 17:30 – 18:00 Rút thăm trúng thưởng   
Lucky Draw

### THỨ BẢY, 27.09.2025

- 10:30 – 14:30 A global STEAM competition 
- 14:30 – 15:30 Mini game: Vượt tròng lớn khôn   
All-Round Growth
- 16:30 – 17:30 Rút thăm trúng thưởng   
Lucky Draw

### THỨ SÁU, 26.09.2025

- 13:30 – 14:30 Hỏi nhanh đáp đúng – Trúng quà siêu xinh   
Chủ đề: Nuôi con bằng sữa mẹ và Chăm sóc con khoa học  
Quick Answers – Sweet Rewards | Topic: Breastfeeding and Scientific Baby Care
- 14:30 – 15:30 Giới thiệu sản phẩm Fruto – Dinh dưỡng an toàn, vững vàng lớn khôn   
Introducing Fruto – Safe Nutrition for Steady Growth
- 15:30 – 16:30 Cùng Meiji đọc sách Ehon cho bé   
Let's read Ehon with Meiji
- 16:30 – 17:30 Mini game: Khám phá thế giới cùng Orboot Earth   
Explore the World with Orboot Earth
- 17:30 – 18:00 Rút thăm trúng thưởng   
Lucky Draw

### CHỦ NHẬT, 28.09.2025

- 10:30 – 11:30 Cuộc thi bé bò:  
“Từng bước bỏ đầu đời – Con vào thế giới mới”   
Baby Crawling Contest:  
“Every crawl begins a new life – Baby steps into a new world”
- 11:30 – 12:30 Trí tuệ thấm thấu   
The absorbent mind
- 12:30 – 13:30 VIETBABY & VIETEDU Awards   
Lễ trao giải VIETBABY & VIETEDU Awards 





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