



# 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.



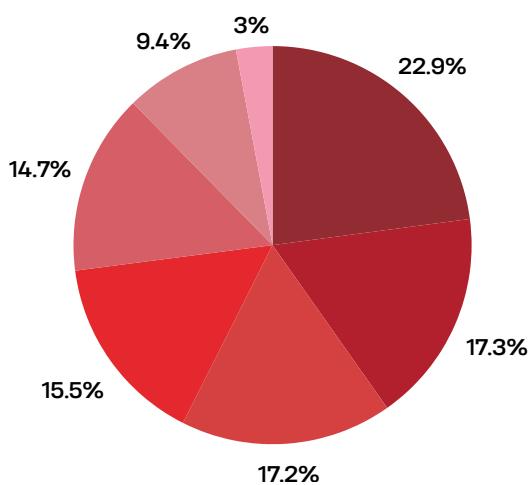
# VISITOR ANALYSIS

## 20,946 Visitors

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

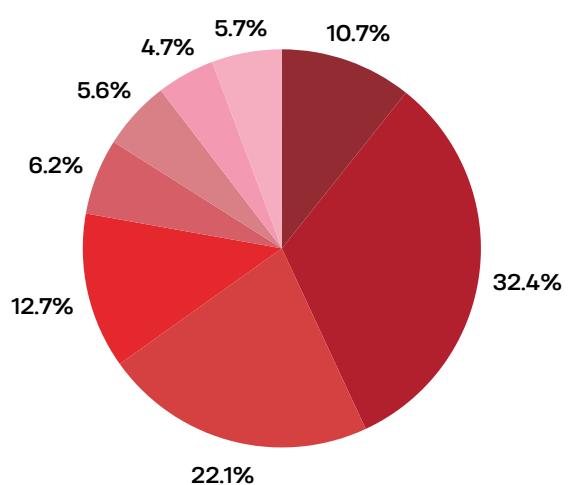
Vietbaby HN 2025 has become a pretty familiar name for moms and babies. In addition to creating an ideal shopping space by selling hundreds of domestic and foreign brand products at shockingly favorable prices, Vietbaby creates playrooms and useful activities for babies.

Interested Field



- Mother & baby care products
- Clothing / Accessory
- Nutrition & food products
- Safety products
- Toy & educational products

Age group



- No Child
- 1 year old
- 2 years old
- 3 years old
- 4 years old
- 5 years old
- 6 years old
- 7 years old



# BUYER ANALYSIS



## 1,864 BUYERS

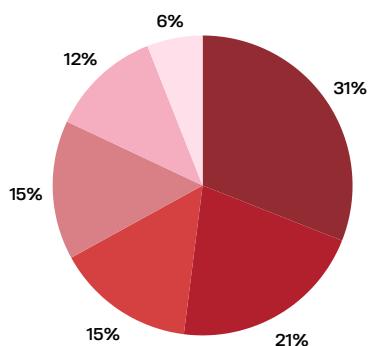
who visited and met their interested exhibitors for business purposes

*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

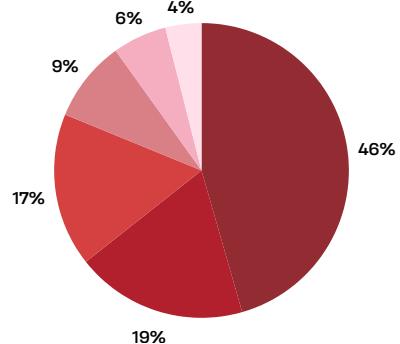
## PURPOSE OF VISIT

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

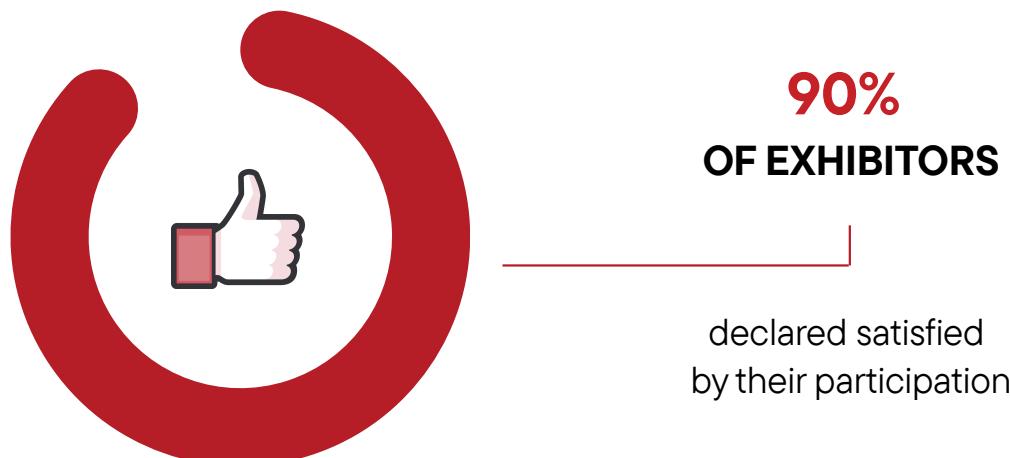


### Business Scope

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

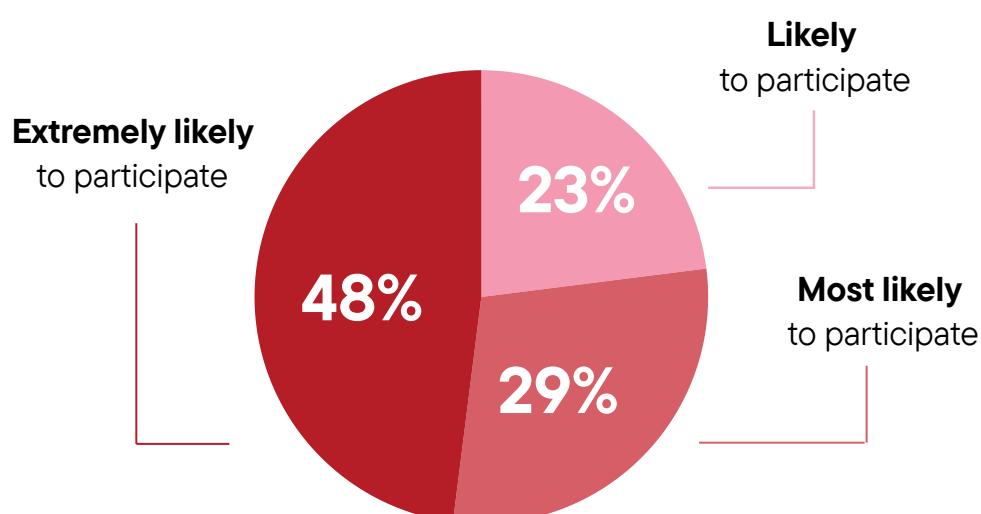
# EXHIBITOR ANALYSIS

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.



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 BZU Gentle Journey for Babies - Joy for the Whole Family	
14:30 - 15:30	Hiểu lẩn đùa bé - Chọn bỉm 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 coex Lucky Draw	

### THỨ BẢY, 27.09.2025

10:30 - 14:30	A global STEAM competition	
14:30 - 15:30	Mini game: Vén trùn iôn khôn	
16:30 - 17:30	Rút thăm trúng thưởng coex Lucky Draw	

### THỨ SÁU, 26.09.2025

13:30 - 14:30	Hội 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 iôn 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 coex Lucky Draw	

### CHỦ NHẬT, 28.09.2025

10:30 - 11:30	Cuộc thi bé bò: "Từng bước bò 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 thám thấu The absorbent mind	
12:30 - 13:30	VIETBABY & VIETEDU Awards Lễ trao giải VIETBABY & VIETEDU Awards	 





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