



**KIDS
& TOYS**
EXPO SAUDI ARABIA

CO-LOCATED SHOWS:



Exploring the unexplored

16 - 18 September 2025

Riyadh Front Exhibition & Conference Center,
Saudi Arabia



Organized by: **dmg::events**

KIDSPACE & TOYS EXPO

Kids & Toys Expo Saudi Arabia is an exclusive industry event aimed at helping businesses grow, nurture relationships, and expand within the toys and children's products market. It also provides an opportunity to reach a region with a significant population of families and children.

UNIQUE EVENT PROPOSITION:



Seal the deal: An opportunity for global brands in the children's toys and education market to harness their share of a lucrative market by meeting the right stakeholders



Networking: A platform for manufacturers, retailers, and distributors to network, form partnerships, and negotiate distribution deals



Knowledge exchange: International brands can connect with local partners who have a deep understanding of the local market, culture, and consumer behavior



Emerging trends: A platform to introduce new trends in educational toys, digital games, and interactive learning spaces

200+ exhibitors

5,000+ visitors

300+ brands

Marketing Insights and Opportunities

Saudi Arabia's kids and toy sectors are experiencing robust growth, driven by a rising population with a significant proportion of children. Out of the country's 35 million residents, approximately 5.8 million are expected to be adolescents by 2030. In 2024, the forecasted household disposable income per capita in Saudi Arabia is \$13,860.

MARKET INSIGHTS:

- **Increasing population:** A young and growing population is driving demand for products and services tailored to children
- **Rising disposable income:** Increased affluence among families is leading to higher spending on children's products
- **Government support:** The Saudi government's Vision 2030 initiative is promoting economic diversification and investment in various sectors, including the entertainment and leisure industry
- **Growing Trends:** There is a growing shift towards experiential activities and play spaces, especially post covid
- **Increased focus on educational and developmental toys:** Parents are increasingly seeking toys that promote learning and development

LEARNING OPPORTUNITIES:

- **Compliance:** Leveraging the expo to engage with government officials to understand regulations, compliance, and investment opportunities in the Saudi market
- **Market Feedback:** Exhibitors would have a chance to engage directly with end users and local manufacturers and sellers, allowing them to gain insights into local preferences, cultural needs, and product suitability

Key Product Sectors:

PRODUCT SECTORS REPRESENTED AT THE SHOW:

- TOYS AND GAMES
- KIDS MOBILITY
- LICENSED FASHION PRODUCTS
- GENERAL AND LICENSED MERCHANDISE
- SAFETY AND HYGIENE
- EDUCATION AND LEARNING
- HOME AND FURNISHING
- PLAY AREA EQUIPMENT

CO-LOCATED SHOWS

The Kids & Toys Expo will be held alongside with the Stationery & Paper Expo and the Gifts & Homeware Expo, offering a comprehensive showcase of related sectors:



Specialising in stationery and paper product sectors, this event complements the Kids and Toys Expo by offering a well-rounded selection of products that cater to children — both in play and learning environments



Focused on gifts and homeware, complementing the Expo's emphasis on kidspace and toys with a broader range of lifestyle and gifting options

This strategic co-location ensures a richer experience for visitors and exhibitors, facilitating cross-sector exploration and business opportunities all under one roof.

Who Should Attend?

EXHIBITOR PROFILES:

- MOBILITY & TRAVEL
- BABY AND INFANT
- KIDS FASHION AND TEXTILE
- MOM CARE & MATERNITY
- EDUCATION AND LEARNING
- SAFETY AND HYGIENE
- LICENSED PRODUCTS
- HOME, FURNISHING AND DECORATION
- PLAYGROUND EQUIPMENT
- DOLLS & SOFT TOYS
- ELECTRONIC TOYS
- GAMES, BOOKS, LEARNING
- SPORTS, LEISURE AND OUTDOOR
- TECHNICAL TOYS AND EDUCATIONAL TOYS
- GENERAL AND LICENSED TOYS

VISITOR PROFILES:

- RETAILERS
- DISTRIBUTORS
- TRADERS
- SUPERMARKETS & HYPERMARKETS
- E-COMMERCE



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MEET THE TEAM



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**GET IN TOUCH TO FIND OUT HOW THE KIDS AND TOYS EXPO SAUDI ARABIA CAN HELP YOU UNLOCK
NEW HORIZONS**

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