

MODYN

design that moves

Kind+Jugend 23  
+ a bit of 22



# Introduction

As the world's leading trade fair for high-quality baby and toddler products, Kind + Jugend is a fair we cannot miss. Even though after Covid the fair has become smaller, the products and brands presented were both impressive and inspiring.

We noticed the trends of last year persevering and expanding in different directions. Brands seem to take next steps towards sustainable product design, and creating more advanced products by introducing technology into concepts.

With mobility in the back of our mind, this report shares interesting trends and noteworthy products that we have seen this year.

**Enjoy reading!**



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# Introducing Thule car seats



# Thule car seats introduction

Thule wowed the crowd at this year's K+J trade fair with its innovative car seat range, introducing three game-changing products in a brand-new category. The Thule Alfi ISOFIX base, the Thule Maple Infant seat, and Thule Elm toddler seat. This modular Child Restraint System (CRS) adapts as your child grows, redefining child mobility solutions for parents and kids.

Kudos to our MODYN team and partners for collaborating closely with Thule's Design and Management teams since day one, defining the strategic approach and shaping the aesthetic of this product range.

Here are some of our early sketches:

**CHARACTER**  
CLEARLY DEFINED  
THULE CHARACTER LINE

**PROTECTED FEEL**  
'SHROUDDING' SHAPE, ALSO  
AROUND THE HEAD

BACK PANEL EMBODIES  
PROTECTIVE CHARACTER





# Thule car seats introduction



... stay tuned for more on [modyn.com](https://modyn.com)



# Green responsibility

At this year's Kind+Jugend event, a noticeable shift in focus has emerged, as sustainability takes a step back from the forefront. While it's becoming increasingly integrated into the ethos of many brands, there seems to be a hesitancy or lack of substantial commitment when it comes to genuinely prioritizing eco-conscious practices.

The question that arises is whether we are witnessing the *beginning of the end of greenwashing*, or if brands are simply *wavering in their efforts to embrace sustainability*.

Explore the next pages for a glimpse of various brands taking the plunge.



# Less weight is more!

Opting for lightweight product design is a sustainable and appealing choice. It conserves resources, reduces transport emissions, meets consumer demand for eco-friendliness, and often aligns with industry standards and market preferences.



Avionaut X TFK



BeSafe



Avova



Thule

Green responsibility



# Designed to last

Although it may not have been obvious at first glance, the results of considering sustainability becomes more and more visible. Well established brands are taking steps by considering product lifetime, product refurbishment options, and introducing more sustainable material options.

A good example is the BeSafe Stetch. A car seat designed to accommodate children up to 7 years old increasing product use. Furthermore BeSafe has replaced materials of the car seat with more durable options and the seat is designed to make repair possible.



BeSafe





# New material approach #1



ReTyre



Bumbleride

**Bumbleride** has developed what they call an eco-friendly stroller, with plastic parts made for 50 % of fishing nets, fabrics made of recycled PET, cork handlebars and plastic free packaging.

**ReTyre** has developed rubber-free tyres made of bio-based, thermoplastic elastomers. As a result their tyres are reusable in a circular loop. Additionally, design possibilities are increased by adding colour and reflective options you cannot make from rubber.



# New material approach #2


At the Korko booth, attention-grabbing cork toys, known for their renewability and durability, took center stage.

Kaos embarked on its journey with a commitment to crafting better and eco-friendly products, emphasizing sustainable materials and responsible production practices. This year, they showcased their high chairs, constructed from 50% recycled plastic.





# Digital world



In the past, digital devices in the juvenile market often resembled prototypes with an engineer's touch. However, a noticeable shift is underway as these devices become increasingly integrated. While other sectors, particularly those related to household products, have seen significant advancements – think of baby monitors adopting friendlier

designs – the overarching trend is all about comprehensive monitoring. This trend aligns with the growing emphasis on well-being and health, as well as heightened parental care.

Will the juvenile mobility market follow?



# The era of omni-monitoring

- Chillbaby Technologies is actively working on a diverse range of intelligent enhancements for strollers and car seats. Among these is the integration of sensors directly linked to an app, seamlessly displayed on CarPlay.
- Masimo Stork introduced a small shoe to continuously track key health indicators.
- Thule demonstrated air filtration for your loved ones.



Chillbaby Technologies



Masimo Stork



Thule



# Playful & friendly aesthetics



Alecto



Motorola



In 2022, Motorola's baby monitor earned them the innovation award with its friendly design. This year, they introduced new products featuring that same level of cuteness. Several other brands also appear to have understood this, and one of them was Alecto (also present at K+J). This design approach could potentially become a more prevalent trend, appealing to both children and parents.



# Ultimate comfort



Poled



Cuddl



Sleepystroll



Welldon

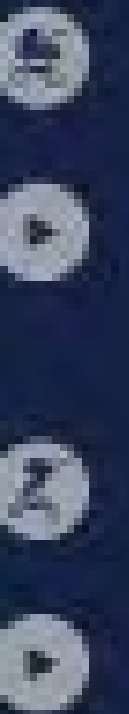
Feeling too hot or too cold? Can't sleep or uncomfortable? We've got you!

- Poled ventilation inlay
- Cuddl heated changing pad
- Sleepystroll baby rocker
- Welldon Smarturn



# AR for all brands!

**ARKid** provides AR solutions for brands and retailers that can't develop their own, and the MODYN team was impressed with its functionality. The prevailing trend indicates that companies are increasingly transitioning their operations into the online sphere. Simultaneously, this shift may compensate for a decrease in returns. Certainly, it's not a novel concept; brands such as Ikea and Apple have been experimenting with this approach for years.





# Adventure more

At MODYN, our core ethos revolves around enabling adventures for everyone. In essence, our mission is to craft products that empower all people (and pets) to navigate our world. The array of products witnessed at K+J, facilitating adventures for both parents and children, was truly remarkable.

— We've observed not only an expansion in product offerings but also the ongoing evolution of existing products towards greater sophistication.



# Bike trailer evolution



Thule



ABCDesign



As bike trailer experts, we've seen both established brands refining their products and new players entering the market. Frequently, this involves established brands seeking to broaden their product offerings by incorporating items like trailers. The 'Thule Chariot', for instance, has undergone significant changes, evolving into a more sophisticated product featuring a rotating swivel wheel and integrated signature lighting. Notably, 'ABC Design' also started venturing into innovative solutions and experimenting with exciting new materials, signaling a subtle, but exciting evolution in the bike trailer market.



# Let's go to the beach!

Within the realm of utility carts, an increasing number of brands are tapping into the well-being and active lifestyle trend. This summer, the prevalence of these fantastic carts has been particularly noticeable. Whether you're headed to the beach or venturing into nature, the emphasis is on making these outings enjoyable and convenient.



Unilove



Beachwagon



Wonderfold



# Out and about



we care

Lässig



Voksi



Thule

Outdoor family adventures and park strolls are on the rise, which was clearly reflected in this year's styling. Take, for example, Lässig's backpacks, which infuse a sense of adventure into your outings. In addition, Voksi has unveiled a new collection that's super warm, compact, and constructed with less raw materials, allowing for year-round adventures even in colder climates. Finally, we were delighted to see the Thule Sapling again, a project we collaborated on with Thule two years ago – a true adventure exemplar!



# Out and about

These trailers embrace the wellness trend, aligning with our passion for combining fitness and exploration. We've also observed that people have a strong affinity for this active style, much like their fascination with SUVs, even though they mostly employ it within urban environments. At K+J, we scrutinized the details, with Uppababy Ridge, introduced in 21, standing out for its integration of plastic components in the frame, rim design, and braking system. The TFK Mono 2, a newcomer for us, also impressed with its thoughtful bag design.



# Modular play

In contrast with the digitalization of baby gear, toys seem to take a step back from technology and make room for the physical world.

Using a calming visual language with soft tones, basic shapes and room for creativity, parents seem interested in empowering and energizing their children with fresh and clean

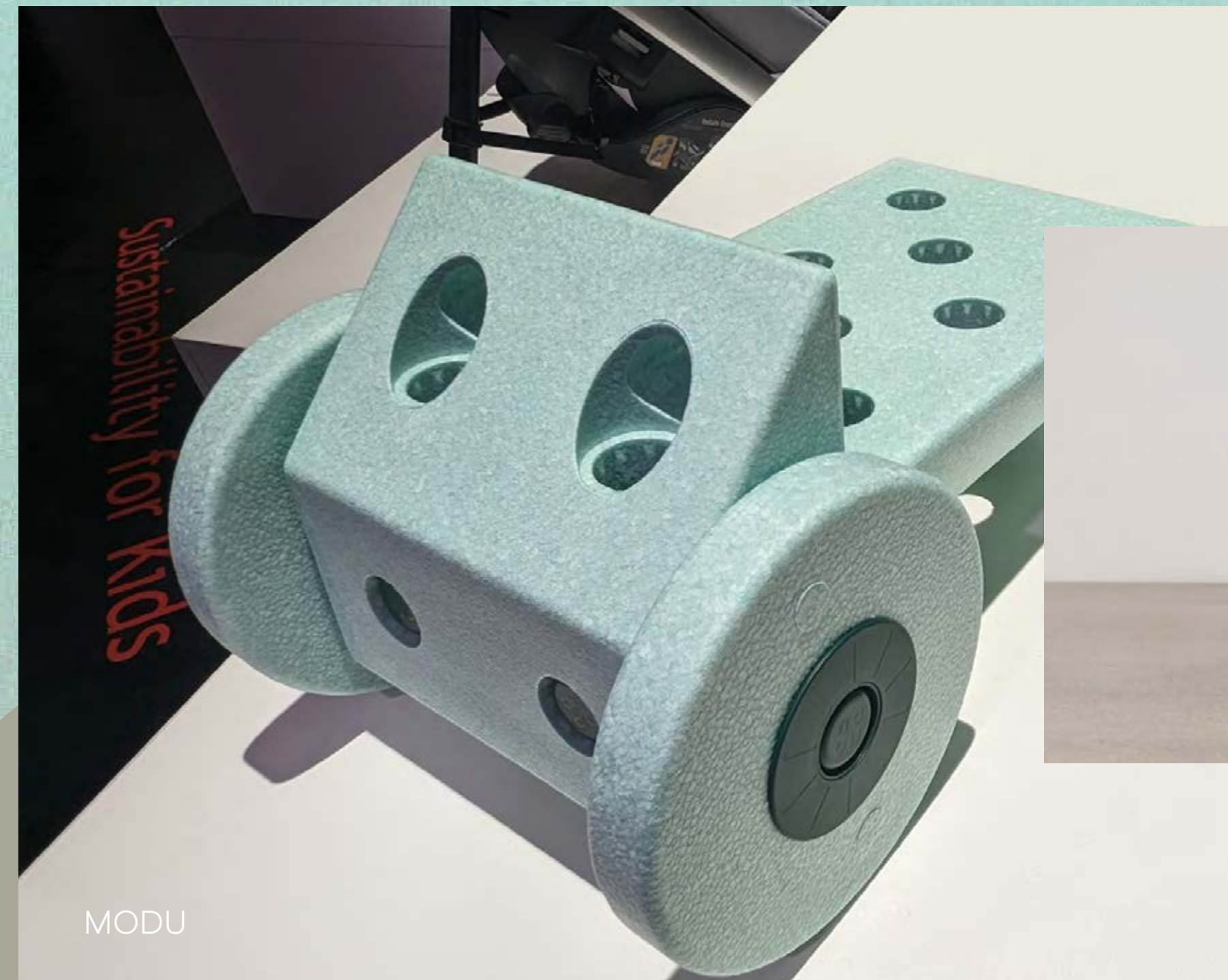
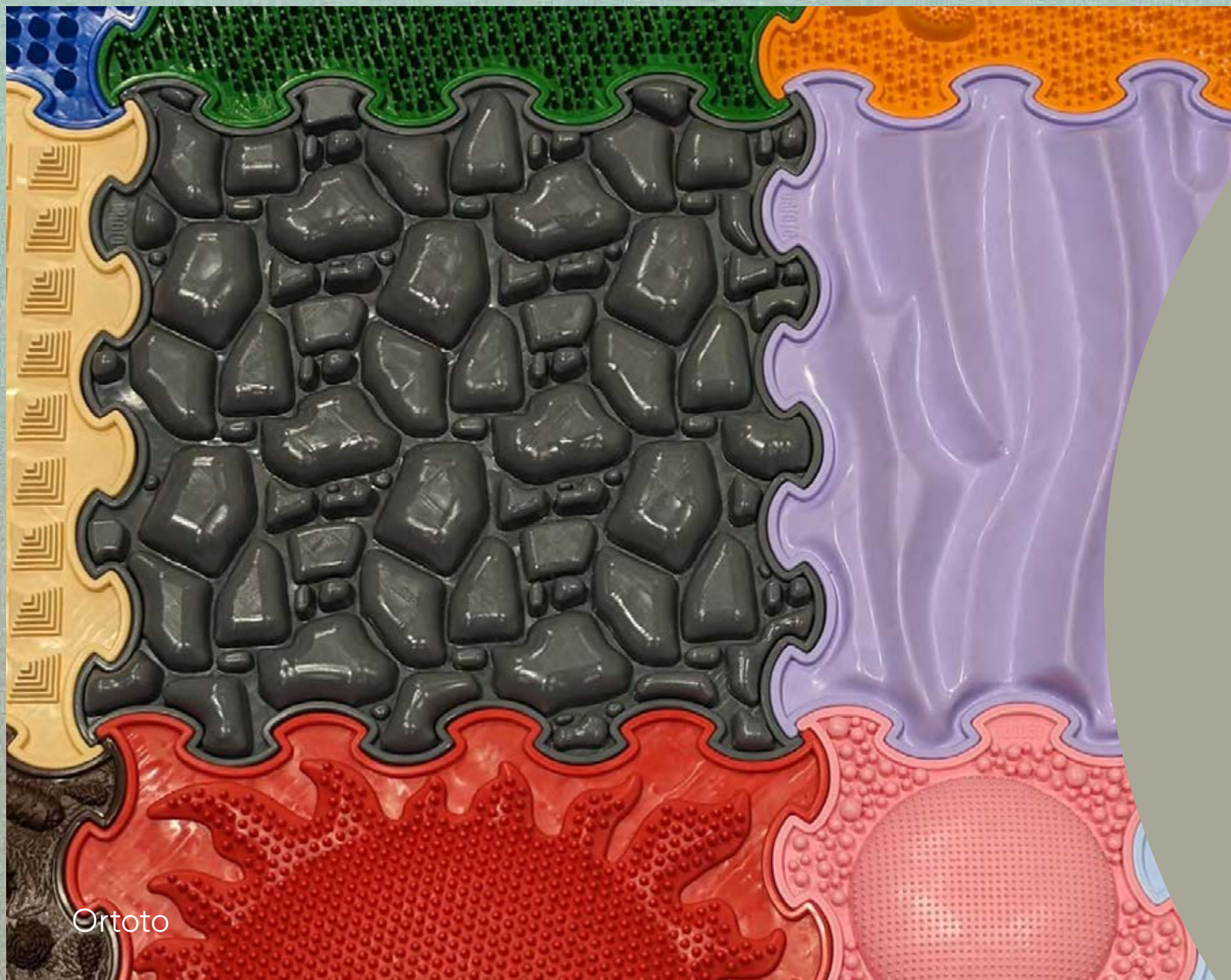
energy. Adaptability and modularity play a role in making toys suitable for differently aged children, and creative freedom.

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The next few pages highlight some noteworthy toys embracing this trend.



# Compose your toy



A great example of incorporating modularity in toys is Modu. With their ambition to stimulate imagination and open-ended, active play, building blocks were created that can create a range of different toys. The options are endless, ranging from rides to balance games, and from walkers to obstacle courses.

On the other hand, modularity can also be incorporated to provide for specific needs. Ortoto offers sensory mats, that can be linked together. The differences in textures on their mats are meant to fulfil different functions, making it possible to optimize their mats for each individual.



# Growing along

Modularity is also used in toys as a means to grow along with children. SmarTrike has developed the ultimate scooter and ride-on combination, taking home the innovation award in the category 'Kids Toys'. Their product can be used as ride-on (with or without a push bar for parents) and as an adaptable scooter that can change both board length and steering height. All together becoming a suitable toy for children ranging from 1 to 12 years old.

Besides this new product, balance bikes are more and more designed to grow along with children. Fulfilling functions from ride-ons to balance bikes to first real bikes. For example the Tiamo Gio.

Modular play



Tiamo



# Simplicity is key



Modular play

Besides modularity, simplicity seems to be central in toys. Toys made of one material in soft, embracing and solid colors, being not much more than a simple shape for children to play with. Stimulating creativity and empowering children with toys like these seem central to parents.

Korko offers a sustainable option for children to build with, with their small blocks and cylinders made of cork in earthy colors. Other brands like Moes, offer bigger blocks in soft but fresh colors, becoming obstacle courses and balance toys as well as a simple building block to play with.



# CMF trends

Besides trends regarding product functions, developments and trends regarding colors, materials and finishes were also visible.

Lifestyle trends as inclusivity, energy seeking and human-centric sustainability are translated into product's CMF. A longing for natural and soothing shades and grasping towards raw nature started a

while ago, but still become visible in product appearances on the juvenile market.

— Dive into the next few pages to find the CMF trends we found most striking and interesting.



# Natural Neutrals

**Cozy  
Composed  
Safe**

# Nº1

## Staying soft and muted

Minimalistic soothing shades inspired by nature are not new, but here to stay. These gender neutral and relaxed colors bring the serene environment of the nursery into the outside world. A golden combination of dark blue or grey shades, with soft muted shades of green, blue, pink and sand. As a cozy, safe spot to bring along on adventures.







# Texturized Details



**Subtle  
Geometric  
Playful**

# Nº2

## Playful with plastics

Repetitions and geometric shapes in plastic parts form subtle playful accents on strollers and car seats. With aesthetics as a main driver, textures are not only placed in functional spots, but also at unexpected places. Creating a theme within a product or product line, or forming a differentiator for competitors.







# Light Wood

**Sustainability**  
**Honesty**  
**Functional**

# Nº3

## A touch of nature

The dominant trend of light wood in interiors is persistent. It's soothing connection with nature, craft and authenticity attracts people's growing sensitivity towards nature. Its long lasting appeal attracts young parents, as environmental awareness keeps growing.







# Cushy Fluff

Cozy  
Protective  
Warm



# N°4

## Comfortable and safe

Last year's trend of creating soft, cozy and safe spaces by means of bouclé and furry fabrics continues. Their cream, beige and coffee shades create a luxurious feel in interiors but also protection from weather in strollers or carriers. The cozy protectiveness eases both baby and parent.







# Tinted Metallics

**Striking  
Gravitating  
Luxury**

# Nº5

## An accent of excitement

Alluring finishes adding a touch of excitement to baby gear. Warm-toned metallic accents, making a statement by complementing living spaces and adding a luxurious feel to utilitarian baby products.







# Coarse Canopies

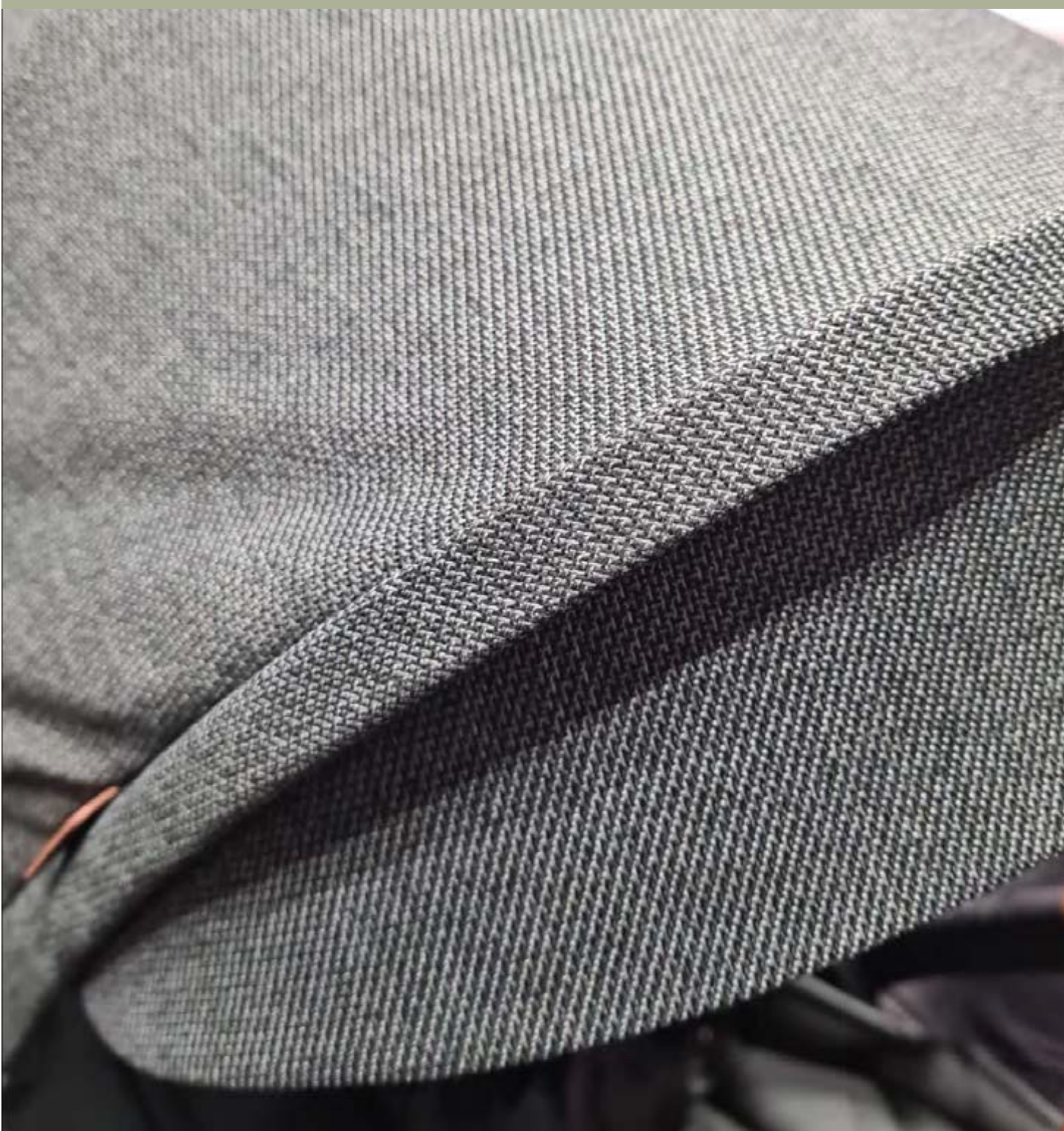
**Textured  
Patterned  
Detailed**

# N°6

## Back to variety

A few brands taking a step back from the smooth textures and colors of canopies, and taking a more tactile approach. Coated high-end interior fabrics, with subtle patterns and a more coarse feel. Still offering all functionalities of the canopy, but adding differentiate and a crisp new feel to strollers.







# Conspicuous observations

01

## Macro similarity

Taking a step back from individual brands and products, it becomes clear that there is a strong similarity of between styling choices and new features of many different brands. The desire to be different seems to be ebbing away, are brands stepping away unique visions and ambitions and designing for the mass?

02

## Portfolio differentiation

The ambition of becoming a one stop shop becomes visible with brands expanding their portfolio. Aiming for brand loyalty as a driver for consumers, stroller brands are expanding towards car seats or nursery interior products. Why are we stepping away from expertise and expanding towards new grounds?

03

## Silent sustainability

As mentioned earlier, there seems to be a hesitancy or lack of substantial commitment of brands when it comes to genuinely incorporating sustainability into their products. With a growing awareness of greenwashing, we can't help but wonder: are brands wavering their efforts to embrace sustainability, or are we indeed witnessing the end of greenwashing?

04

## Brand variety

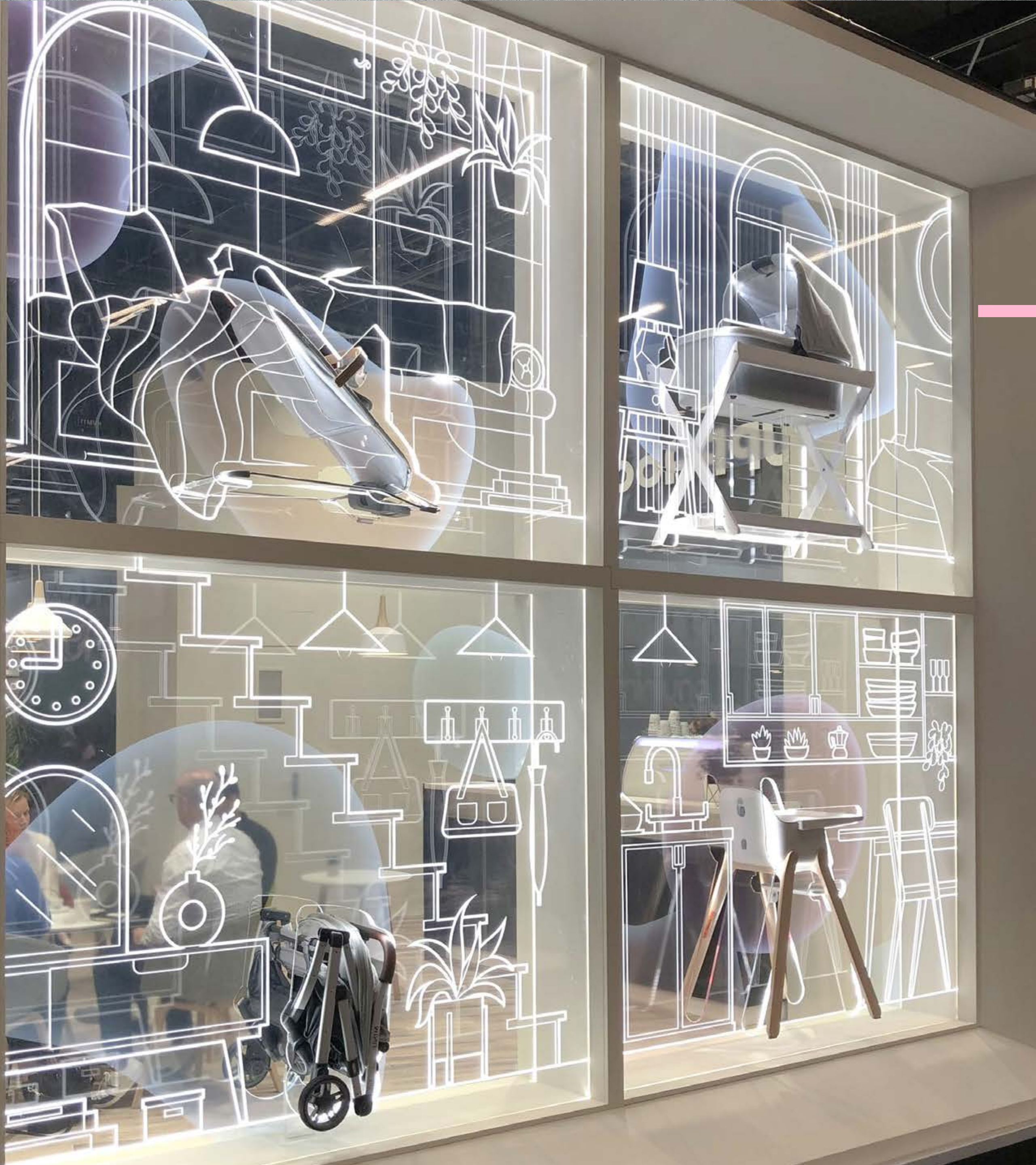
With its decreased size since Covid, some big brands are missing from the Kind + Jugend fair, making place for an impressive amount of Chinese brands. With several trendsetters missing, a deep dive is required to obtain knowledge about upcoming trends. This begs the question: is this the start of the juvenile market globalizing, and will there be more competition?



# By MODYN







# Thanks for meeting us!

We had a blast at this year's Kind+Jugend! It was awesome catching up with our cherished clients and getting to know new faces.

This report captures the market vibe, and we're excited about the new Thule car seats. We're also critical on how much brands dare to stand out nowadays, but hey, when you're deep into it, new stuff can be tricky to spot. All in all, we've seen exciting changes, and yes, there's still room for certain brands to enhance their designs by aiming for greater sophistication, daringness, and a more harmonious overall appearance.

**See you next year!**





Get in touch today to  
discuss **your future**  
with our experts.

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