Press information – for immediate release

28th October 2026

Harrogate International Nursery Fair celebrates connections, new products and industry spirit

Harrogate International Nursery Fair brought the nursery industry together once again last week, providing a valuable opportunity for brands, retailers and suppliers to reconnect, discover new products and build relationships in a warm and welcoming atmosphere.

While the challenging economic climate continues to put pressure on businesses across the nursery sector and the wider high street, the show demonstrated the ongoing importance of face-to-face meetings, with exhibitors reporting positive customer feedback, new connections and orders.



As always, the friendly atmosphere was a highlight, with stand parties and informal networking creating plenty of opportunities for the industry to catch up, share ideas and discuss business for the year ahead.

For Rockit, the show marked a special milestone. Matt Dyson commented: “It was great to be back at Harrogate International Nursery Fair, 10 years after launching the Rockit Rocker there. The show was a great opportunity to catch up with our distributors and retailers, both old and new. The highlight was launching our new sleep training clock ‘Rising Star’ to the trade. The feedback from retailers both large and small was so positive. We are looking forward to returning next year with some new and exciting Rockit products – watch this space!”

Joie UK also welcomed the opportunity to showcase its latest products and connect with customers. Melissa Cooper, head of marketing, said: “Harrogate is always a highlight of the year for us at Joie – it gives us a great opportunity to connect with existing customers as well as forging new relationships for the future, and this year was no exception.” She highlighted the positive response to the new Cocoa fashion, arriving in early 2027, and the company's cabin-approved porto stroller.



For Hauck, a busy appointment schedule and targeted new business connections made the show particularly worthwhile. Helen Robinson, head of sales – UK & Ireland, commented:

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“We were delighted with the customer response to our products and booth. The appointment schedule was full and everyone who made appointments to see us came along! We made some fantastic targeted new connections making the show super rewarding for the Hauck brand.”

Fraupow also reported a positive experience, with the show providing an opportunity to secure orders, showcase its latest product ranges and strengthen relationships with retail partners. Jade Martin, marketing, social & content executive, commented: “Harrogate International Nursery Fair provided a fantastic opportunity to showcase the Fraupow brand, secure orders and connect with our valued retail partners. We were delighted to build promising new relationships, discuss exciting opportunities for future growth and gather valuable feedback on our latest product ranges. Overall, it was a positive experience, and we look forward to returning next year!”

Visitors similarly underlined the importance of seeing products first-hand. Sarah Simons and Susan Purse of British Baby Box, which sources products for its innovative baby boxes, said: “The show gives us the opportunity to see new products and to talk face-to-face with new and existing suppliers. It certainly helps to nurture relationships and see first-hand what is coming to the market. It is an essential date in our diary.”

With the industry continuing to navigate challenging trading conditions, Harrogate International Nursery Fair remains committed to bringing the sector together and providing a platform for product discovery, networking and new business opportunities.

Looking ahead to 2027, the next Harrogate International Nursery Fair will take place from **17–19 October 2027**. Priority booking for existing exhibitors opens in December 2026, with space available to new exhibitors from the end of January 2027.

For further information, visit **www.nurseryfair.com**.

Ends