

Hobby-X

1 - 4 May 2025

Kyalami Grand Prix Circuit and
International Convention
Centre, Johannesburg

www.hobby-x.co.za



POST



SHOW



REPORT

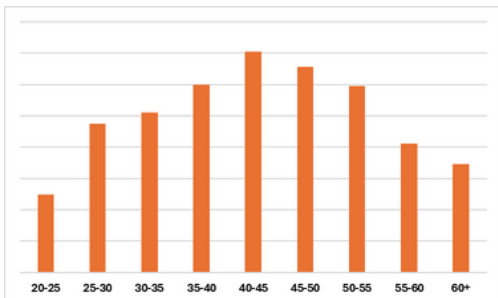
SHOW PROFILE

Hobby-X is Southern Africa's largest and most anticipated hobby, craft, and art supply expo, bringing together a vibrant community of creators, makers, and hobby enthusiasts. For over 25 years, Hobby-X has been the go-to event for the latest in creative trends, tools, and techniques. This year we explored the Energy of Urban Canvas – the theme for Hobby-X 2025! This bold theme celebrated the intersection of urban art and contemporary design, encouraging hobbyists to experiment with techniques like stencilling, spray painting, and mural-making.

PARTNERS + SPONSORS



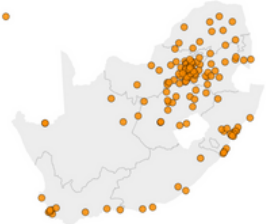
AGE DEMOGRAPHIC



*AWAITING FINAL AUDIT

HOBBY-X VISITORS

HOBBY-X 2025 VISITOR ORIGIN



8 COUNTRIES

191 CITIES & TOWNS

SHOW STATS

4 DAYS

91 EXHIBITORS

75 WORKSHOPS

849 WORKSHOP ATTENDEES

*12 636 VISITORS

1 RUNNER! (GATE CRASHER)



FUN FACTS ABOUT THE WORKSHOP ATTENDEES!

OLDEST : 87 years old

YOUNGEST : 4 years old



SHOW HIGHLIGHTS

MANCAVE

MANCAVE - For the second year the Man Cave was a hub of masculine energy. From super cool tools, woodworking, whisky tasting, super cars, a gaming zone and action figurines. There was something for all the boys to men, girls and pop-culture fans alike.

EXHIBITION HALL

The exhibition hall was alive with energy as exhibitors stepped up with eye-catching displays, many cleverly tying into the event theme. Visitors were excited to explore over 41 new exhibitors, bringing fresh ideas, bold creativity, and a dynamic new edge to the show floor.

TREASURE HUNT

Our treasure hunt was a massive hit! This year we had a CASH PRIZE giveaway everyday and the crowds went wild! We had over 4879 entries! To enter people had to find 5 answers displayed in various areas displayed around the exhibition and got to interact with exhibitors.

WORKSHOPS

We had record breaking workshop attendees this year with exciting new additions such as pottery! Visitors were treated to an exciting lineup of workshops, offering a wide array of hobby experiences curated by our exhibitors and industry experts such as Cricut, Mariette Beukes, and 25 Degrees Gin distillery.

WHAT PEOPLE HAD TO SAY ABOUT HOBBY-X 2025

Very well organised, friendly and helpful!
-Francois, Teng Tools Exhibitor

So many new fun additions, loved it!
-Liani (Pretoria) Visitor

My favourite part was dancing with CiCi...
@lethu_nanas Influencer (age 5)

2025 EXHIBITORS



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