

**March 17–19, 2026**

International exhibition of toys  
and developmental games, art supplies  
and stationery, and other associated products  
for children



**TOY  
MARKET**

Moscow, Crocus Expo

**PARTICIPATE**





EXCLUSIVE  
**CROSS-FLOWS**  
OF BUYERS

## Industry exhibition “Toy Market” is the perfect platform for toys procurement in 2026

International exhibition of toys and games “Toy Market” will take place in **Crocus Expo from 17 to 19 of March** (Pavilion 2, Hall 10). The exhibition organizer is Mayer Corporate Group. Participants from Russia, China, Turkey and Belarus will gather in order to demonstrate their bestsellers, novelties and contract manufacturing offers to the leaders in the market of children’s goods.

**“Toy Market” is the leading spring industry exhibition of children’s games and toys in Russia.** Due to the **unique cross-flow of buyers**, it offers substantial purchasing potential (92% of visitors aim to conduct procurement during our exhibitions) and high-quality target visitors at HouseHold Expo.

Currently, 60% of the exhibition is arranged. The list of confirmed participants includes FunBerry Toys, Mozabrick, NechegoNadet, YUNOE KOROLEVSTVO, VESELO GAMES, Uchitel Publishing House, ROBOTIME, HAYOSHI, Kirpichuk, Ypen, EnsiToys, Ecomethod, Individual entrepreneur Bazarova, IQ PUZZLE, SLIPARIKI, Piko rus, Native Prize, DAC TOYS and many others. Furthermore, visitors will be able to explore the National Expositions of China and Turkey.



**B2B NEGOTIATIONS**  
**«BUYER – SUPPLIER»**

Main sections of the exhibition: children's toys, developmental toys, stationery and other associated products, attractions and amusement parks.

As usual, the exhibition will include business program, consisting of the following events:

- **Professional conference on the development of the industry**, discussing manufacturing and distribution of toys and developmental games.
- **B2B negotiations “Buyer – Supplier”** among the exhibitors and representatives of retail chains from Russia and Central Asia.
- **“Retailer’s Choice” competition** for participants of the “Novelty Gallery” trend zone.

Concurrently with “Toy Market”, the International exhibition of celebration industry, souvenirs, giftware and New Year themed items **ChristmasBox Podarki** will be held, whose products also significantly interest buyers of children's goods. The primary advantage of Mayer Corporate Group exhibitions lies in the unique cross-flows of targeted, procurement-ready visitors.



### Growth of “Toy Market” exhibition

In October of 2025, Mayer Corporate Group (“InterDeco Expo” LLC), organizer of “Toy Market”, ChristmasBox Podarki and HouseHold Expo, together with Grand Expo declared achieved partnership. As the result of this collaboration, companies aim to maintain high-quality service and industry expertise of the business program. The expansion of product categories in children's goods and service, as well as the enlargement of target audience, is expected to boost “Toy Market” growth.

**International Exhibitions «Toy Market» and ChristmasBox Podarki today:**

**400+ exhibitors**

manufacturers, distributors

**23 000+ visitors\***

wholesale buyers, retailers, sellers,  
private label customers

**200+ negotiations**

with retail chains

**All regions of Russia  
20 countries**

\*with consideration of cross-flows of Mayer Corporate Group exhibitions





**Among permanent buyers of Mayer Corporate Group exhibitions:** Detsky Mir, Yandex.Market, Wildberries, OZON, CDEK Market, Russian Post, MegaMarket, Lamoda, Lemana Pro, Kenguru, OBI, Metro, Tvoi Dom, Familia, HOFF, FIX Price, Stockmann, Komus, Samson, OfficeMag, Begemotik, Begemotya, Biblio-Globus, MDC, Mir Kubikov, KantsPark, Gulliver, Kari KIDS, Kids4Kids, Toy.ru, Jenerkids, My-Shop, Svetofor, X5 Group, Auchan, VkusVill, VotOnYa, Lenta, Leonardo, Gorod Igrushek, "Da!" retail chain, Utkonos, Chitai-Gorod, and many others.

Information support:

 GIFT REVIEW

 retail.ru  
ритейлеру и поставщику

 КИНДЕР  
INFO

 Планета  
Детство

 Канцелярское Дело

 KidsOboz.ru

 KanzOboz.ru

Organiser:

 company  
**MAYER J.**

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