

INTERNATIONAL
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EXHIBITIONS

INTERNATIONAL
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SALON



Gifts, souvenirs, New Year, Christmas and festive products



Co-located event ChristmasBox Gifts

MARCH 27 – 29, 2024
EXPOCENTRE, MOSCOW

POST RELEASE

From March 27 to 29, 2024, the International Exhibition of New Year and Christmas goods, festive products, gifts and souvenirs ChristmasBox Podarki-2024 and the Industry Salon of Games and Toys «Toy Market 2024» were held at the Expocentre on Krasnaya Presnya. The «Toy Market 2024 «Industry Salon was held within the ChristmasBox Podarki-2024 exhibition for the first time.



Over **200 companies** took part in the exhibition and salon, presenting more than **100** bestsellers, premieres, novelties and new brands in the categories of children's toys and New Year's products and gifts, as well as hundreds of offers of contract manufacturing to create own trademarks of **souvenirs and festive products**.

Over **6,000 industry buyers** visited **ChristmasBox Gifts-2024** and **«Toy Market 2024»**. Buyers of the HouseHold Expo-2024 international exhibition **expoplex** also became visitors to the events. The total number of specialists who visited the expositions during 3 days amounted to **16,600+ specialists** from Austria, Azerbaijan, Armenia, Germany, Georgia, Egypt, Israel, India, Iran, Kazakhstan, Kyrgyzstan, China, Latvia, Lithuania, Malaysia, the Republic of Belarus, the Republic of Korea, Saudi Arabia, Serbia, Singapore, Tajikistan, Turkmenistan, Turkey, Uzbekistan and all regions of Russia.



NOVELTY GALLERY PROJECT

The following companies presented their new product lines in the **Novelty Gallery** project: Gerard de ros, I love to play, Kibooq, Profmagic, SUGREFF, Wkruge, Wood CUBIC, AVALON, AGAT, ARTO TOYS, Belosnezhka, Zima, Zimushka, Znaniya na lipuchkakh, Larisol, Loskutova, Masterskaya Albert, Novaya Igra, Present, Svetlitsa Trade, Strekoza, Tekhnolog, Uchitel, Fabrika Chernoskutovikh, Fregat, and Ecognitiv.



The following toys were presented at the **«Toy Market»** salon: soft, mechanical, wooden, and plastic toys, interactive, educational and developing toys, puzzles, mindgames, board games, dolls, doll houses and accessories, electronic toys, robots, hobby, craft and design, children's carnival and stage costumes, masks, everything for funs and practical jokes.

The **ChristmasBox Gifts** exhibition included the following thematic sections: artificial fir-trees, products from synthetic needles, Christmas and New Year toys, decorations, souvenirs, tinsel, garlands, gifts, illumination, festive decor, corporate, business souvenirs, gift wrapping and cards, festive decoration of premises, balloons, pyrotechnics and fireworks, festive lighting.



100,000+ SKU were presented at the booths of 7Tsvetov decor, BoomGift, ALT Flowers, Christmas Style, EMPIRE (Hathor art center), Eurocandle, For me candle, Foru, ILikeGift, IQ Puzzle, ILOVETOPLAY, Italioni, Karlsbach, KIBOOQ, Larisol-kids, LipLip, Luxdecora, MV. TOY, PROFMAGIC, Rosa Santana, REMECO CLUB, Robotime, Wood For Mood, Wood kubik, Avalon (Konyasha), AGAT (Sibirsky medved'), Arto Toys, ARTE, Bansyur, Bifores (Biprom), Veselyi Pharphor, Green Country, JOBAL, Jooz, Devilon, Eli Peneri, Yolka De, Yolka ot Belki, Yolochniye igrushki, Zimniye igrushki, Zimushka Zima, Znaniya na lipuchkakh, INCRUA, IE Vorkel, IE Loskutova, Publishing House Uchitel', IE Fatkullin, KazKom, KARPICHIKI, KREP, Krint, Christmas Dream, Kristall-kants, Laboratoriya Schastyia, Max Christmas, Masterskaya Frezia, Masterskaya Eleny Albert, Masterskaya DOBRO, MILAND, Mirrey Decor, NIKI Rezzon, Ozhivi, Papyrus, Plast (MOROZKO), Prof-press, PKF «Igrushki», Ruskonfeta, Rus' Yolka, Santa and Claus. Factory of Christmas-tree decoration, SVETLITSA Trade, SVECHNOYMARKET, SERVER, Snezhniy shar, Workshop «Poisk», TH WELLES, TEKHNOLOG, TIMOSHKA Factory of educational toys, TC Sphera, U-Skazki, Ural Christmas Tree and Toy, F-Toys, PHOENIX PRESENT, HAPPYCON, EVIS, ECOGNITIV, UNIOPT, Yarkie Idei, etc.





Among the visitors are the largest federal chains, marketplaces, wholesale companies and specialized stores: Bosco, Familia, Fix Price (Best Price), OBI, OFFPRICE, Ozon, Spar, Stockmann, Wildberries, X5 group (Pyaterochka, Perekrestok, Chizhik), XWAY, Avito, Azbuka Vkusa, Auchan, Baby plus, BABYLAND, Votonya, Galamart, Giperglobus, GLOBUS, Samson Group of Companies, GUM, Detsky Mir, Dobrotsen, Book house «Molodaya Gvardiya», Drogeri Soyuz, Moscow Domodedovo Airport, EKSMO publishing group, AST Publishers LLC, Kalejdoskop, Karavan, KOMANDOR, Komus, Krasretail, Lenta, Leonardo (Planeta uvlechenij), Leroy Merlin, M.Video/Eldorado, Magnit (Tander JSC), Mariya-Ra, MegaMarket, Metro, OK, OnlineTrade, Otkrytaya planeta, Office Depo, Officemag, Russian Post, SAMOKAT (Umnyj Retail), SberMarket, SVETOFOR (CentreRetailGroup), CDEK, Semejnyj doktor, Vprok chain, Kenguru chain, Store chain «Begemotya», Tvoj Dom (Krokus), TH Kantselyarskie tovary, TC Spetstorg, LLP Prima Distribution (Kazakhstan), LLP TH «Yarmarka» (Kazakhstan), Trade company «Soyuz», Ulybka radugi (Drogeri retail LLC), UNIVERMAG «MOSKOVSKIY» JSC, TSUM, Chitaj-gorod, Sheremetyevo VIP, Yandex.Market and others.

BUSINESS PROGRAM

The business program of the exhibitions lasted for two days. On March 27 and 28, 2024, the All-Russian Forum **“Supplier of children's toys to retail chains and wholesale”** and business meetings «Chain Procurement Center™ – TOY» were held. The forum was devoted to critical issues of supplying toys to specialized and FMCG chains, wholesale and distribution companies. Mayer GC and Congress and exhibition company «Empire» were organizers of the forum. More than 20 purchasers from such retail chains as VotOnYA, Korablik, Detsky Mir, Galamart, Aist, Lvenok, Maxmarket, BubbleGum and others took part in the **«Chain Procurement Center™ – TOY»**.

The following topics were discussed on March 27 at the Forum:

- Unique figures, facts and forecasts of the toy market development for 2024–2025;
- Tools to increase toy sales to retail chains and wholesale: from certification and brand to merchandising and promo;
- New technologies for bringing toys to the top of sales on marketplaces and online stores.

Among the forum speakers were representatives of leading industry companies: Hobby World, Winny, Hamleys and Korablik, Begemotya, Yandex.Market, Ozon, Avito, Digital Agency 4rome.ru , XWAY, SberAnalytics, Moscow Center for Psychological and Pedagogical Expertise of Games and Toys (MGPPU).



In 2025, the International Exhibition of New Year and Christmas goods, festive products, gifts and souvenirs **ChristmasBox Gifts** and the Industry Salon of Games and Toys **«Toy Market»** will be held from March 26 to 28 at the Expocentre Fairgrounds. A new section, Stationery and school supplies, will also be held within the «Toy Market» Salon.

Information support: 



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