



TOY MARKET

3-nd international specialized exhibition
of toys and games, corporate souvenirs,
creative goods and stationery

March 17-19, 2026

MOSCOW, CROCUS EXPO



FIND DISTRIBUTERS IN 80+ RUSSIAN REGIONS

organizer **MAYER J.** company



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International exhibition Toy Market today

Toy Market in figures*

400+

participants

25 000+

professional visitors

4+

thematic areas

62%are interested in OEM and ODM
orders**540+**negotiations with networks
and buyers**20+**countries of the world
and all regions of Russia

*as part of the HouseHold Expo expoplex





International participation

Represented by national stands of manufacturers from **China, Turkey, Iran, Kazakhstan, Uzbekistan, Republic of Belarus** and other countries.

55%

Moscow and Russian regions


30%

Central Asian countries


15%

Eastern European countries





Key sections:

MAIN SECTIONS:

- Soft, mechanical, wooden, and plastic toys
- Interactive, educational and developing toys
- Board games, puzzles, mindgames
- Dolls, doll houses and accessories
- Electronic toys, robots, radio-controlled toys, electronic and virtual games
- Hobby, craft and design
- Stationery and school supplies
- Children's carnival and stage costumes, masks, everything for funs and practical jokes
- Designer toys

SPECIALIZED SECTION OF STATIONERY SUPPLIES:

- Paper and stationery products: notebooks, diaries, sketchpads, notepads, labels
- Dry goods: backpacks, bags, briefcases
- Writing utensils: pens, pencils, erasers, markers
- Printwork: postcards, calendars, diplomas
- Goods for office, storage and archiving: furniture, desk sets, covers, folders, scissors, adhesive tape, staplers, magnetic marker boards
- Representative and corporate products: vip-products, leather goods, dayplanners
- Promotional products: printed products, textiles
- Creative goods





The exhibition's buyer potential

Held at peak times, **Toy Market** is a **universal venue and a source where Russian wholesale companies purchase new products.**

Reasons to visit

92%

came to the exhibition to make purchases and search for goods and solutions for production and business

83%

expressed high satisfaction and recommend the event to partners

80%

plan post-visit purchases

78%

wield decision-making authority over procurement

53%

represent new first-time buyers

47%

found new suppliers and business partners, and strengthened existing contacts

42%

seeking OEM/ODM manufacturing partners

27%

information and attendance of the business program



Toy Market Participants



Manufacturers

Direct manufacturers
Contract manufacturing



Distributors

License holders, copyright holders and
license agencies
Childcare facilities
Educational
Entertainment
Recreation and treatment



Services

Event management
Parent services
Catering
Testing, inspection and
certification



Distributors

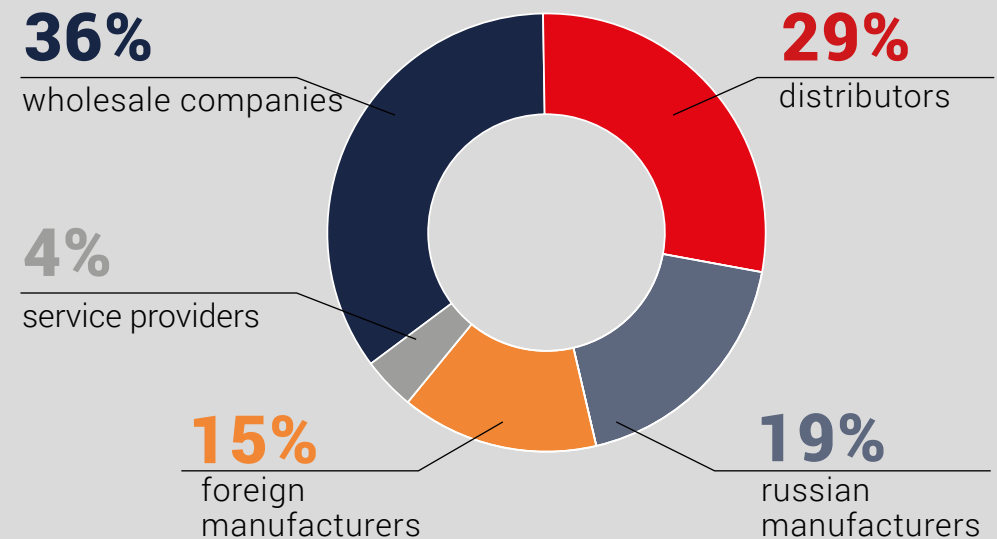


Toy Market Participants

Major Russian and international manufacturers and distributors of children's goods, toys, school supplies and office supplies.

Over **80%** of exhibitors connect with new buyers and partners at the exhibition.

- 91%** expressed high satisfaction with outcomes
- 72%** rated participation as critical for business development
- 74%** maintaining ongoing client/partner relationships
- 56%** successfully launching new products/brands
- 63%** achieving significant brand visibility boosts



Following the exhibition in March 2025



Why you should participate in the Toy Market-2026

Toy Market brings together two important groups of visitors: retail chain buyers and marketplace sellers from Russia, Belarus, Kazakhstan, and Uzbekistan. This unique combination opens up tremendous opportunities for your business and gives participants a unique competitive advantage.

94% of visitors represent an exclusively B2B audience.



Showcase your brand, products, and private label offers to 20,000+ of target buyers

Enter new markets

Exhibiting provides a platform to present products and services directly to the consumers, retailers, and distributors

Develop new distribution channels

Exhibitors acquire access to distributors from all regions of Russia, Central Asia, and the Republic of Belarus. It is a unique opportunity to select reliable distributors among other exhibitors and target visitors

Multiply sales during the peak purchasing season and gain easy access to new valuable contacts

Growing consumer demand boosts the demand for modern goods and giftware manufacturing

Guaranteed interest

in your products from industry professionals and enhanced brand recognition

The Value of Toy Market

Invest in participation, experience a high return on investment, gain access to hundreds of personal meetings, and get new contracts right at your stand

Enhanced Brand Recognition

Participation makes it easier to establish a market presence, strengthening trust and recognition among potential clients

Understanding local market trends and testing new products

Interacting with visitors involved in the industry provides direct feedback on customer needs and preferences

Competitive analysis

Observing other participants leads to better understanding of local business competition and pricing strategies

Showcase your products

Introduce your production to target B2B buyers eager to find new goods and update the current stock



Expand opportunities for participation

A set of tools and opportunities for the best promotion of goods and the most practical use of time to **find and select new partners in Russia.**

Take advantage of marketing services during the preparation and execution of the exhibition:

**Preparation of exclusive offers,
which will be valid only for the exhibition
specialists**

Offer special discounts to buyers on wholesale supplies and promotions at the booth. For example, offer coupons valid during the exhibition or for two months after.

**Contract manufacturing offers.
42% of exponents and visitors
are interested in private label
production**

If your company has production facilities and offers OEM and ODM services, prepare a proposal and send it to the organizer's office. The office will notify interested buyers.

**Participate in the negotiation
and personal meeting program,
«Purchaser-Supplier»**

Arrange appointments with Russian buyers from retail chains and distributors and participate in the two-day program of personal negotiations, «Buyer-Supplier».

This program of face-to-face meetings is specially designed for foreign participants, and interpreters will be provided in the conference hall.



Expand opportunities for participation

Announcing products on the portal

www.expo-retail.ru

Bring new products and premieres to the exhibition to maximize interest in your stand. Announce your products with their release dates on the permanent platform

www.expo-retail.ru

Indicate the brands that will be represented at your stand

Placing new products in the Trends Zone «Novelties Gallery»

Display new products and premieres not only at your stand but also in the Trends Zone «Novelties Gallery»

Take advantage of the promotional opportunities offered by the exhibition pavilion

Participate in Toy Market, generate new leads, communicate with potential customers, make connections and partnerships, exchange ideas with experts and business leaders from various industries, use Toy Market for effective access to Russian and international industry players.





Participation with a stand includes

1. The opportunity to present your company and products to buyers from federal, regional, and international networks; wholesale and distribution companies; marketplace sellers; and corporate clients
2. The company will participate in B2B negotiations with buyers and demonstrate products according to an advance schedule agreed upon with retailers.
3. Information about the company's participation will be disseminated before the start of the exhibition to regular visitors, including wholesale buyers from chains, marketplace sellers, and corporate clients
4. The participant's novelties will be placed on the website www.expo-retail.ru, where visitors can make appointments, and in electronic catalogs of premieres and novelties for distribution to wholesale buyers of **NEW YEAR'S GOODS, TOYS, GIFTS**,
5. Samples of the company's products will be placed in the trend zone, «Gallery of Novelties» (one sample of goods on the shelf), and the company will participate in the HouseHold Award-2025* (one sample of goods in the nomination)
6. Participation in the «Retailer's Choice» contest program
7. News, goods, and premieres of the exhibitor will be promoted before the exhibition through publication of information about the company on exhibition websites and social networks
8. Information about the company will be placed in the electronic catalog of exhibitions (including the company logo and a link to the company's website), the printed guide, press releases, and post-releases
9. There is a possibility to hold meetings and negotiations in the consulting center of the exhibitions
10. Company delegates can participate in Expoplex business programs, including conferences and master classes
11. Separately discussed: the company's presentation as part of the business program, as well as the participation of a company representative as a speaker in the program

*Participation in the award is agreed upon separately



B2B negotiations: «Buyer-Supplier»

International exhibitions of the Mayer Group of Companies are always accompanied by a program of closed, personal «B2B Buyer-Supplier» negotiations. These personal negotiations are one of the most effective tools for selling products at exhibitions. They can replace «cold calls» email correspondence, and lengthy negotiations. They can also significantly reduce the time it takes to search for partners and maximize the time spent at the exhibition.

Two days of meetings and negotiations on supplies and purchases*



There is an opportunity to present products to buyers of leading retail and industry chains and stores



Conduct express meetings with dozens of target buyers interested in your product category



Agree on supplies with dozens of retailers



Establish direct contact with decision-makers

Participate in negotiations and conclude contracts with chains and wholesale buyers

3 800+

meetings a year

70+

federal, regional and international
retail chains

42%

are interested in private label
production (contract manufacturing)

100+

negotiators

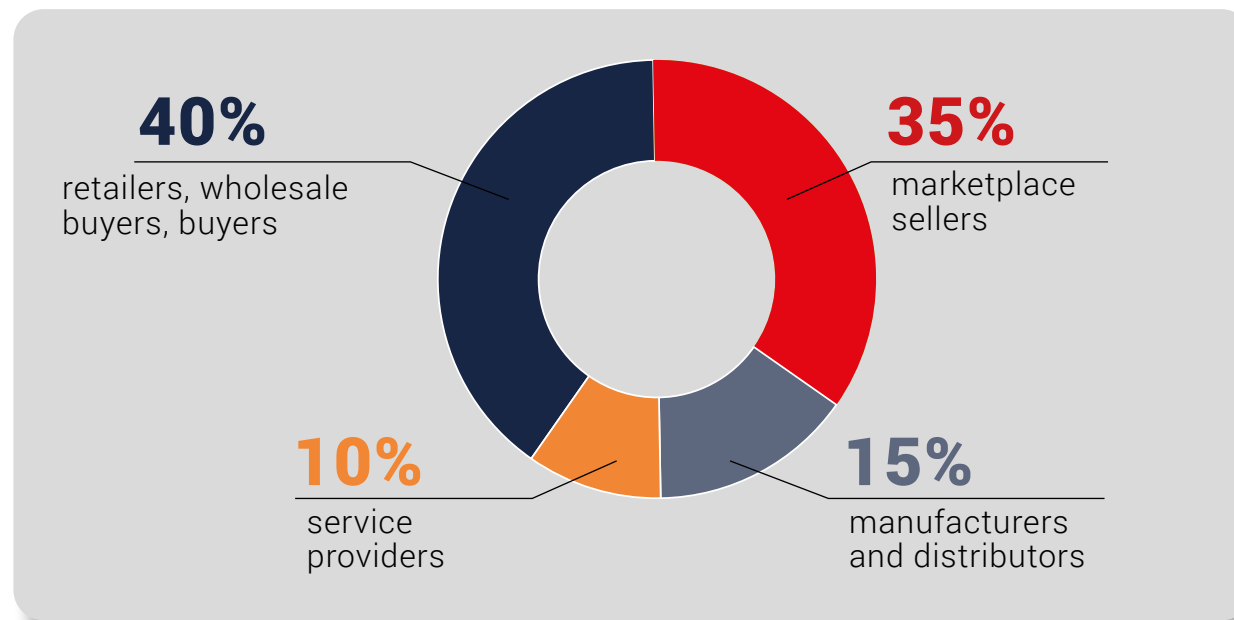
**during the Expoplex in March of 2025*



Target Visitors

Toy Market defining advantage is its curated audience of industry professionals who attend Mayer Group events specifically to discover innovative products, optimize retail merchandising, track market developments, and cultivate essential partnerships with manufacturers and supply chain leaders.

Specialization of visitors



88% Russia

8% neighboring countries

4% Other countries

Top 10 regions of Russia:

Moscow
 Moscow Region
 Saint Petersburg
 Nizhny Novgorod Region
 Krasnodar Territory
 Sverdlovsk Region
 Republic of Tatarstan
 Vladimir Region
 Voronezh Region
 Krasnoyarsk Territory



Visitors' Profile

Trade

- specialized wholesale and retail stores for newborns, children, and teenagers
- distributors
- retail chains (hypermarkets/supermarkets/discounters), department stores, online stores, marketplace sellers
- toy, gift, and souvenir stores
- children's clothing and footwear stores, furniture
- sports stores, electronics and DIY stores
- marketplace and online store sellers
- book and stationery stores and chain stores
- pharmacy chain stores

Manufacturers and licensors

- house brand customers
- trademark and brand owners

Children's institutions, municipal customers

- representatives of children's up-bringing, educational, and entertainment institutions, childbirth preparation courses
- holiday centers, boarding houses, spas and therapeutic resorts for children
- pediatricians of medical institutions

Services

- agencies for organizing parties and services for parents
- services for business





Status of specialist visitors by job level

31%head of department /
business unit**27%**procurement specialist /
manager**4%**

service companies

17%individual entrepreneur /
self-employed**21%**

company manager / owner



Industry visitors

Children's stores, books, stationery

Gulliver
Begemotik
Begemotya
Biblio-Globus
Detskij mir
KancPark
Kenguru
Komus
MDK
Mir kubikov
OfisMag
Respublika
Samson
Chitaj-gorod

Luxury, fashion, clothing

Familia
KupiVip
La Moda
Mercury
GUM
Snezhnaya koroleva
Sportmaster
Stokmann
CUM
Edinaya Evropa Holding

Marketplaces, e-commerce, delivery

CDEK Shopping
Joom
Kaspi (Kazakhstan)
Ozon
Shopping live
UZUM (Uzbekistan)
WildBerries (RWB)
Avito
Vprok
Megamarket
Russian Post
Samokat
UtkoNos
Yandex Market

Hypermarkets

FIX Price
Metro Cash&Carry
Auchan
Globus
Dobrotsen
Drogerie Soyuz
Komandor
Lenta
Magnit
Maria-Ra
O'KEY
Svetofor
Tvoy Dom

Supermarkets

7 dney
Bravo (Azerbaijan)
Flip.kz (Kazakhstan)
Korzinka (Uzbekistan)
Small (Kazakhstan)
SPAR
Avokado
Azbukа Vkusa
Apelsin
Atac
Verny
Victoria
VkusVill
Dobronom (Belarus)
Kirgu
Magnit
Maxi
MEGAMART (DIXY)
Perekrestok
Pyaterochka
Rada
Samokat
Super Tseny
TD PIK
X5 Retail Group
Chizhik
Yabloko

DIY

OBI
Ambar
BauCenter
Vimos
VselInstrumenti.ru
Domovoy (Start)
Colorlon
Lemana PRO
Leonardo
Maxidom (Castorama)
220-Volt
Megapolis
Megastroy Moroshka
Saturn
STD Petrovich
StroyGigant
StroyPark
Stroytsentr
Titan-Stroy
CSK

Florist studios and gardening-specialized centers

Management companies of countryside





Industry visitors

Tableware, household goods

Aura of BOHEMIA
Cook House
Cozy Home
Kuchenland Home
Westwing
Williams et Oliver
Bezant
Galamart
Eurodom
Hoztorg United
OptTorgSoyuz
Poryadok
Posuda Center
Posudov
RosHozTorg
Sima-Land
Spetstorg
Federatsia
SHEN

Souvenir shops

Interior, furniture

HOFF
Ascona
Ogo-Go Obstanovochka
Perviy Gipermarket
Mebeli
Perviy Mebelinii

Product designers, architects, urban planners, decorators

Interior design studios, furniture showrooms

Merchandisers and window dressers, decor and visual merchandising studios

Online marketplace sellers

Wholesale companies Importers and exporters

Private label managers

Individual entrepreneurs, freelancers

Governmental and municipal customers, departments of festive preparations in public spaces

Corporate clients

HoReCa representatives, café, restaurant, country club, hotel and tourist base buyers

Service providers

Shopping malls

PR and event agencies





Within the framework of the Business Program for Industry Specialists

Negotiations between buyers
and suppliers

«Trends and Prospects 2026»
conference

Consulting center for service
companies

Buyer program «Contract Expo»

Retailer's Choice Program

«The Best Design and Display in a
Home Goods Store» competition





Organiser

The Mayer Group of Companies is a member of the Global Association of the Exhibition Industry (UFI), the Russian Union of Chemists, and the Russian Union of Industrialists and Entrepreneurs (RSPP). For over 20 years, the company has organized professional B2B exhibitions and congress events. Currently, the company organizes 15 international exhibitions, business forums, and conferences annually. Mayer Group exhibitions are held with the official support of the Russian Ministry of Industry and Trade and the Russian Chamber of Commerce and Industry.

The organizer of international specialized exhibitions and congress events.

[ChristmasBox Podarki](#)

[Toy Market](#)

[HouseHold Expo](#)

[ZooExpoPlace](#)

[HouseTech Expo](#)

[Stylish Home. Objects & Tableware](#)

[Outdoor Dacha](#)

[ChemiCos](#)

[BeautyChemiCos](#)

[ChemiCos Industry](#)

[ChemiPack](#)


Exhibitions in Kazakhstan

[Non-Food Asia Expo](#)


[ExpoGoods Central Asia](#)

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