

8th EDITION

TOYS & BABY
MILANO

May 4-5, 2025 • ALLIANZ MiCo

toysbabymilano.com/en/





INTERNATIONAL TRADE SHOW

Full of life!

In the heart of Milan, **TOYS & BABY MILANO** is **full of life**, a privileged meeting showcase for professionals from the toy, early childhood, stationery, carnival, festivities and party sectors, enriched by some moments of professional in-depth analysis.

The event, now in its **eighth edition**, is organised by **Salone Int. del Giocattolo** in partnership with **Assogiocattoli**.



[HIGHLIGHTS VIDEO](#)
[\(WATCH HERE\)](#)



A unique and innovative exhibition



«THE PLACE TO BE»

The concept

TOYS & BABY MILANO is a high value-added meeting point between companies and buyers, to increase and consolidate their brand awareness in a dynamic and prestigious setting that offers an engaging experience for the visitor.

It takes place over **two days** (Sunday and Monday) at the **Allianz MiCo, Milan Congress Centre**, an ideal place to realise business and lay the foundations for new collaborations.

Participating **companies** have specially designed **pre-equipped spaces** where they can exhibit their flagship products in the run-up to Christmas 2025 and receive their guests and buyers.

Buyers benefit from important facilities for their stay in Milan and can participate in the organisation's programme of training and business meetings.

The offer is completed with **TOYS & BABY MILANO PLUS**, the complementary **digital** edition, a valid **matching platform**, capable of bringing international operators together, creating new business opportunities.



[REPORT 2024](#)
[\(DOWNLOAD HERE\)](#)



«THE PLACE TO BE»

The customer at the «centre»

These are some of the key features of TOYS & BABY MILANO, which have made it a very popular event for both exhibitors and buyers:

- **simple formula:** pre-equipped spaces and low costs;
- **buyer care** (dedicated concierge service);
- **targeted communication and promotion** focused on the professional visitor;
- **ideal product mix** among the sectors represented.


Among the confirmations for the next edition:

the maintenance of **Sunday** between the days of the fair, so as to make it possible for shopkeepers to enjoy the event at its best and in a relaxed atmosphere; the **Award Ceremony of the 'Gioco per Sempre Awards'**, the Assogiocattoli awards that recognise the commitment of companies in the sector that have distinguished themselves in the conception and realisation of marketing, communication and product activities carried out in 2025.



«THE PLACE TO BE»

Early childhood area



The sector dedicated to the world of early childhood is constantly growing and hosts the most important and interesting brands on the market. The aim is to become more and more a point of reference in Italy and worldwide.

At TOYS & BABY MILANO, companies present their products to an audience of insiders in order to seize new business opportunities.

«From cradles to prams, from high-chairs to changing tables, baby carriers, baby bottles, car seats, breastfeeding, baby food, clothing, accessories and much more»

«THE PLACE TO BE»

The participants

Manufacturers, importers and distributors of:



Toys,
hobbies and modelling



Early childhood
articles



Clothing, textiles, breastfeeding
and accessories



Furniture and accessories



Party, decoration and festivities
articles



Carnival and Halloween articles



Stationery items



Feeding



Packaging



At a glance...

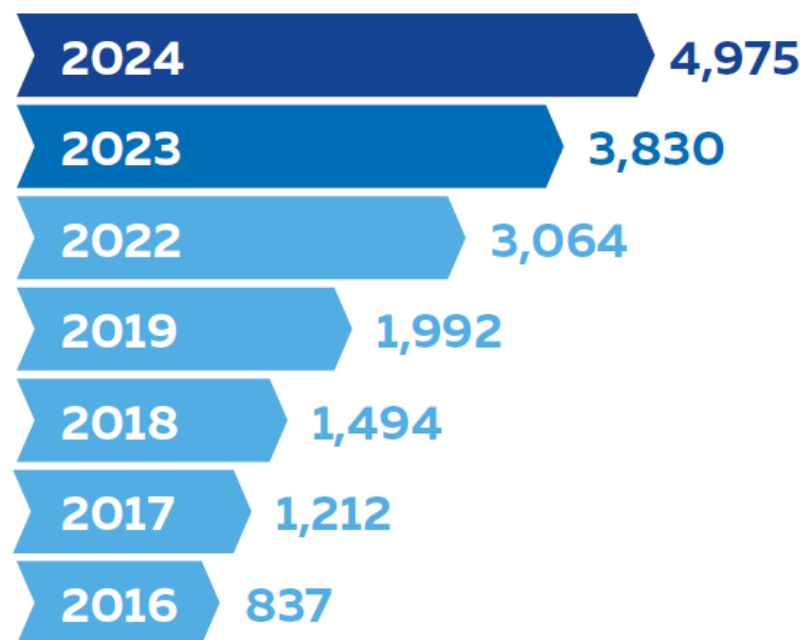
AT A GLANCE

Data from the last edition

During the two days in attendance in Hall 3 of fieramilanocity, **Toys & Baby Milano** recorded a total of **4,975 attendees** (+30% compared to 2023) of buyers from **40 countries**.

Besides Italy, the most present foreign countries were (in descending order): Poland, Slovenia, Greece, Switzerland, Spain, the Netherlands, Lebanon, the Czech Republic, the UK and France.

VISITORS TIMELINE - ATTENDANCES



+30%
OF VISITORS

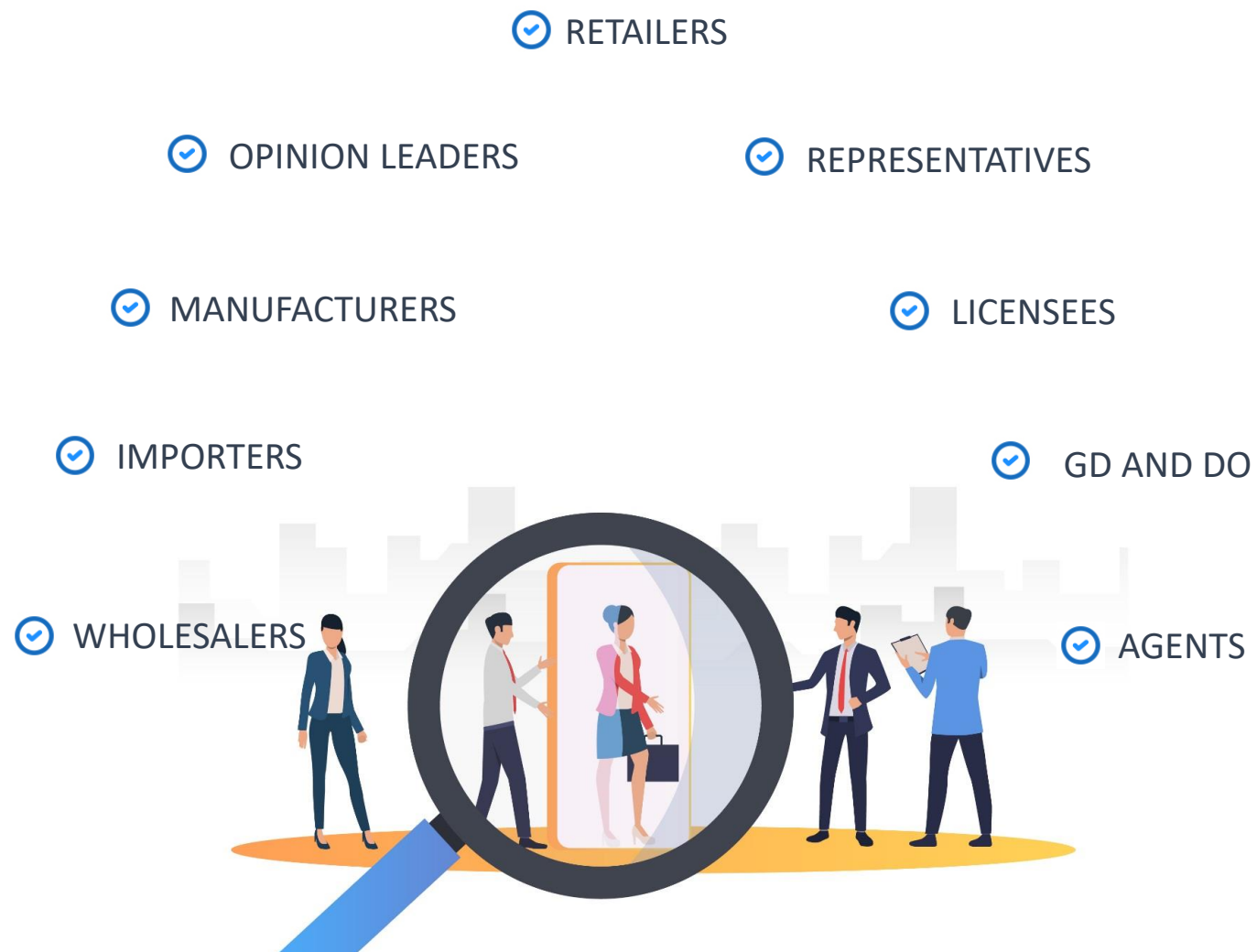
40
COUNTRIES

	ITALY TARGET AUDIENCE	INTERNATIONAL TARGET AUDIENCE
TOYS SHOPS	24%	14%
EARLY CHILDHOOD SHOPS	35%	21%
GD – GDO – GARDEN BRICO	3%	
E-SHOPS	9%	17%
STATIONERIES	6%	
BOOKSHOPS	5%	1%
CHAINS	4%	3%
DISTRIBUTOR - WHOLESALERS	8%	41%
NEWSSTANDS	1%	
OTHERS	5%	3%



AT A GLANCE

The main characters



The venue

A photograph of the Allianz MiCo skyscraper in Milan, Italy, with a large, modern, metallic structure in the foreground. The text 'The venue' is overlaid in white.



THE VENUE

A central, modern, efficient space where business meetings are best conducted.

Hall 3 with its 16,200 square metres is reconfirmed, ready to host the 2025 edition, versatile, capable of satisfying both companies' need for more exhibition space and the extension of common areas for greater security.



MiCo, the fairgrounds located in the Portello district, in the new Citylife urban hub, the residential and commercial complex designed by architects Arata Isozaki, Daniel Libeskind and Zaha Hadid.

«More space for your products!»

There's also a **PLUS**,
100% digital





ADDITIONAL EDITION THAT ADDS VALUE TO THE CLASSIC EDITION

Digital «alter ego»



TOYS & BABY MILANO PLUS is our digital edition: synergic, complementary and not a substitute, an additional business opportunity that offers the possibility of extending your brand visibility through two additional appointments.

The 2024 edition recorded an overall total of **5,503 attendances** (equal to 4,548 single visitors) and **24,526 page views**.

NEXT EDITIONS:

DIGITAL PREVIEW:

01 TO 18 APRIL 2025

DIGITAL PLUS:

19 TO 30 MAY 2025



TOYS & BABY MILANO

Packages and services



PACKAGES AND SERVICES

Storytelling

Toys & Baby Milano provides an appreciated **FREE INTERVIEWS** service.

Storytelling is an additional communication **asset**, through which companies can tell the stories, curiosities and novelties that are behind their brand. Interviews conducted in two languages (Italian and English) will be published in the run-up to and on the occasion of the next edition on the exhibition website and promoted through the official social channels.

Reconfirmed the collaboration with Daniele Caroli, professional and an expert in the world of toys and early childhood.

Daniele Caroli started working as a journalist in 1970, working until 1985 in the music sector and later in consumer electronics. As Editor-in-Chief of the trade magazines “Il Giornale dell’Infanzia” (1994-2018, childcare articles) and “Giochi & Giocattoli” (2000-2013, toys), he was President of BCMI (Baby Care Magazines International, 2004-2007) and ITMA (International Toy Magazines Association, 2008-2012), which group B2B magazines from all over the world.

Between 2018 and 2020, he worked as International Managing Editor at the childcare magazine “Parents’ Choice”, published in Moscow in English and Russian. Since 2004, he has been called on numerous occasions to serve on the jury of the Kind + Jugend Innovation Award and has been a member of the TrendCommittee of the Spielwarenmesse since 2013.





PACKAGES AND SERVICES

A «turnkey» space



Example of a 9 m² pre-equipped space



Example of a 63 m² pre-equipped space



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