



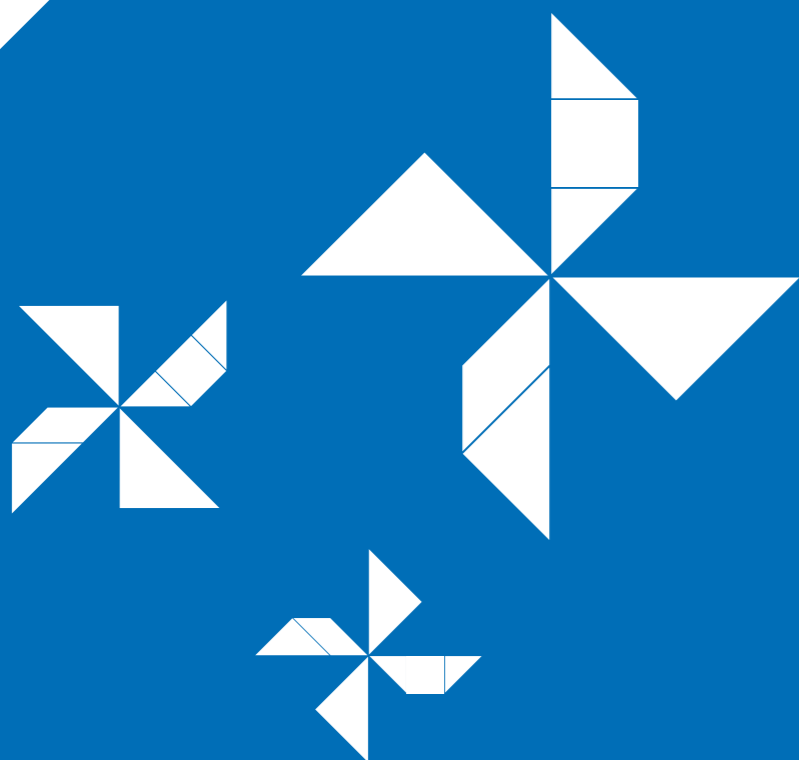
# REPORT 2023

[toysmilano.com](https://toysmilano.com)  
[toysmilano.plus](https://toysmilano.plus)



## FRAME THE QR CODE AND RE-LIVE THE EXPERIENCE

IN THIS SECTION YOU WILL FIND: PHOTOS,  
VIDEOS AND OTHER CONTENTS THAT HAVE  
MADE THE 2023 ATTENDANCE EDITION ALIVE



TOYS MILANO, BAY-B (International Exhibition organised by Salone Internazionale del Giocattolo in cooperation with Assogiocattoli) and TOYS MILANO PLUS (Digital Edition) are such unique appointments on the Italian scene, unmissable for those wishing to gain new business opportunities.

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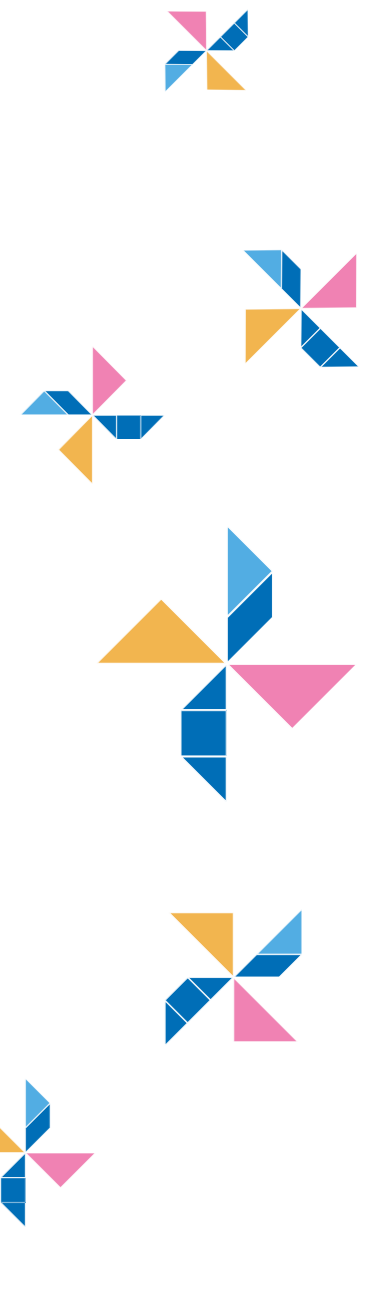




**Toys Milano & Bay-B** confirms itself to be the ONE and only "business to business" event dedicated to the toy and early childhood markets, but also to stationery, carnival, festivities and party. Born in Milan in 2016 and growing exponentially year after year, it has now consolidated itself as an unmissable appointment, "the place to be" for all stakeholders.

**Toys Milano PLUS** is the online edition running side-by-side with Toys Milano and Bay-B; after its successful 2020 launch, Toys Milano PLUS presented its fourth "full digital" edition, providing a platform that offers an additional business tool to give maximum support to all those who, for geographical or work-related reasons, couldn't attend the live edition. The digital edition was also an opportunity to extend the visit time, allowing those who came to the fair to still get in touch with exhibitors they didn't get a chance to meet.

In March 2023, the online edition was enriched with a new section called '**PREVIEW**', which allowed companies to preview products and innovations in advance of the live event.





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The goal of this Report is to present the performance on the **sixth live edition** of Toys Milano and Bay-B with a focus on the target audience.

It will analyse the results of the two **digital editions (PREVIEW and PLUS)**, the general trend of online traffic and the demographic composition of users registered on the platform, average visit time and pages viewed. Moreover, information regarding the interaction between buyers and contents and the use of the message sending functionality will be reported.









# TOYS MILANO AND BAY-B 2023: READY TO BUSINESS!

**400**  
TRADEMARKS

On Sunday 16 and Monday 17 April 2023 Toys Milano returned with its biggest edition ever, breaking all records: attendance up by +25%, attending companies by +14%. The exhibition area reached over 12,000 m<sup>2</sup>.

**235**  
BRANDS

In May 2020, Toys Milano officially presented its digital alter ego: **Toys Milano PLUS**, the edition that adds (PLUS) and doesn't replace the success, value and typical features of the physical edition, as witnessed by the data recorded since the first edition in 2016.

**157**  
DIRECT COMPANIES  
(OF WHICH 22% ARE FOREIGN)

Toys Milano PLUS is a digital venue that marks a new way of doing business in keeping with the times, an additional opportunity to increase contacts, business, synergies and relationships, multiplying advantages and opportunities.

**6,025**  
ATTENDANCES  
(OF WHICH: 3,830 IN PRESENCE  
2,195 IN DIGITAL)

The 2023 edition saw the overall involvement of over **400 trademarks**, **235 brands**, equal to **157 direct companies** and the participation of **6,025 profiled international buyers** (total attendance between physical and digital edition).

**7**  
PARTNERS  
(WORKSHOP)

Toys Milano, Bay-B, PREVIEW and Toys Milano PLUS are organised by **Salone Internazionale del Giocattolo Srl** in cooperation with **Assogiochetti**, the national Association founded in 1947 that, with about 200 members, represents almost all the companies operating in the reference sectors: games and toys, early childhood products, Christmas decorations, festivities and parties.

**12**  
INSIGHTS AND  
SPECIAL CONTENTS

## THE SIXTH LIVE EDITION OF TOYS MILANO AND BAY-B

**DATES: 16 – 17 APRIL 2023**

**VENUE: Allianz MiCo - fieramilanocity**

**LENGTH: 2 days, 21 hours, 1.260 minutes**





# RESULTS

During the two days in attendance at the MiCo South Hall of fieramilanocity, Toys Milano and Bay-B recorded a total of **3,830 buyer attendances** from 36 countries.

Apart from Italy, the foreign countries most present were (in descending order): Slovenia, Spain, Switzerland, Belgium, UK, Germany, Poland, Croatia, Netherlands and France.

**+25%**  
VISITORS

**36**  
COUNTRIES

Year	Attendances
2023	<b>3.830</b>
2022	<b>3.064</b>
2019	<b>1.992</b>
2018	<b>1.494</b>
2017	<b>1.212</b>
2016	<b>837</b>

**VISITORS TIMELINE**      **ATTENDANCES**

	ITALY TARGET AUDIENCE	INTERNATIONAL TARGET AUDIENCE
TOYS STORES	<b>33%</b>	<b>11%</b>
EARLY CHILDHOOD STORES	<b>33%</b>	<b>22%</b>
GD-GDO-GARDEN BRICO	<b>2%</b>	
E-SHOP	<b>6%</b>	<b>6%</b>
STATIONERY	<b>3%</b>	<b>1%</b>
BOOKSHOP	<b>3%</b>	
CHAINS	<b>3%</b>	
DISTRIBUTOR - WHOLESALER	<b>10%</b>	<b>55%</b>
OTHER	<b>7%</b>	<b>5%</b>



## FIRST EDITION OF TOYS MILANO PREVIEW

**DATES: 8 MARCH – 14 APRIL 2023**  
**LENGTH: 6 weeks, 38 days,**  
**912 hours, 54.720 minutes**

### RESULTS

During its six weeks of operation, Toys Milano **PREVIEW** recorded a total of 1,374 visits (equal to 1,304 unique visitors) and 6,135 page views. 17% of the single visits were made by foreign buyers from 39 countries.

Besides Italy (which represents 83% of total unique visits), the most active foreign countries in terms of the number of unique visits were: United States, Netherlands, China, Spain, Germany, Austria Switzerland, France, Poland and Finland.

▶ **1,304**  
UNIQUE VISITORS

▶ **1,374**  
VISITS

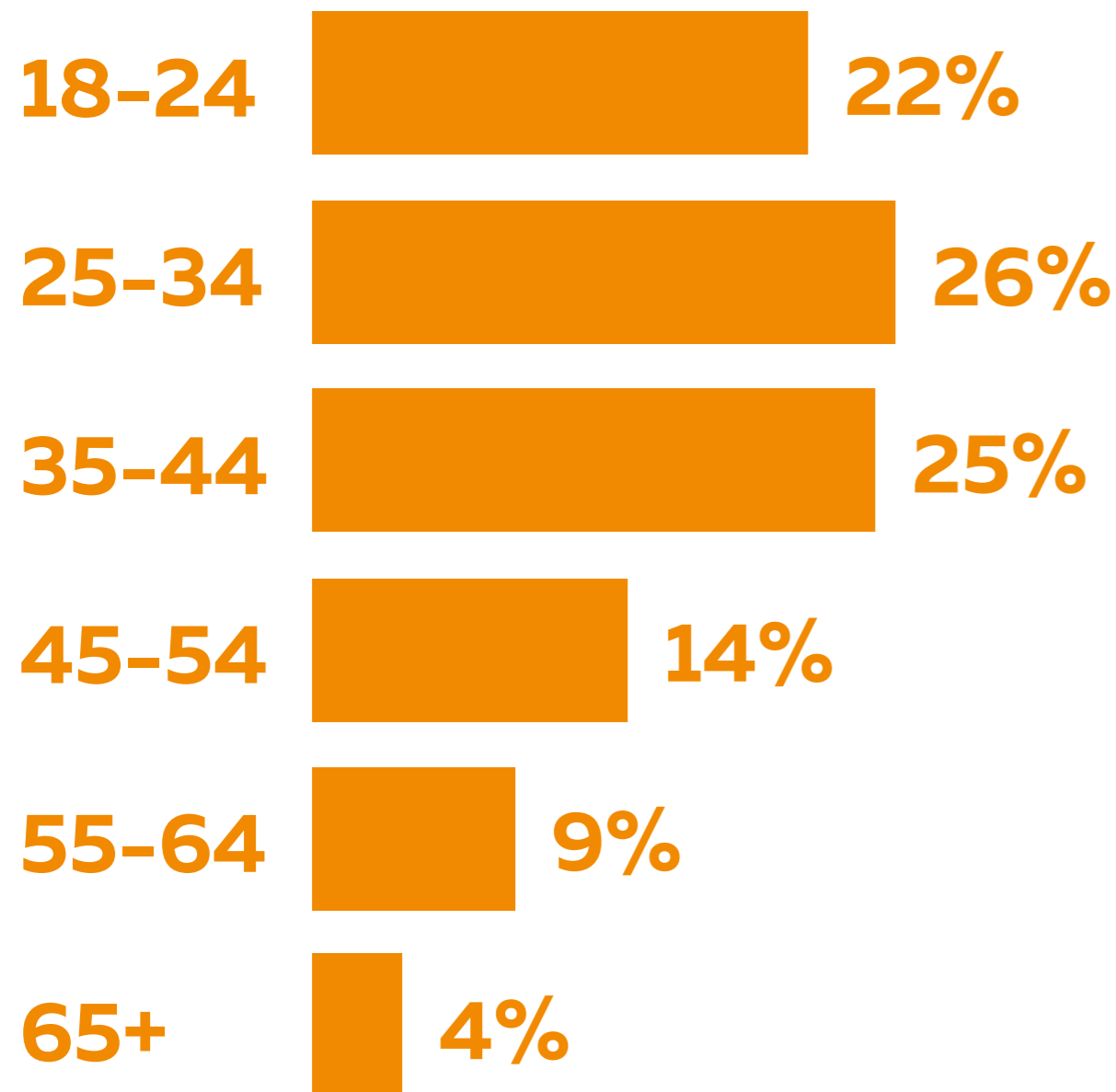
▶ **6,135**  
PAGES VIEWED



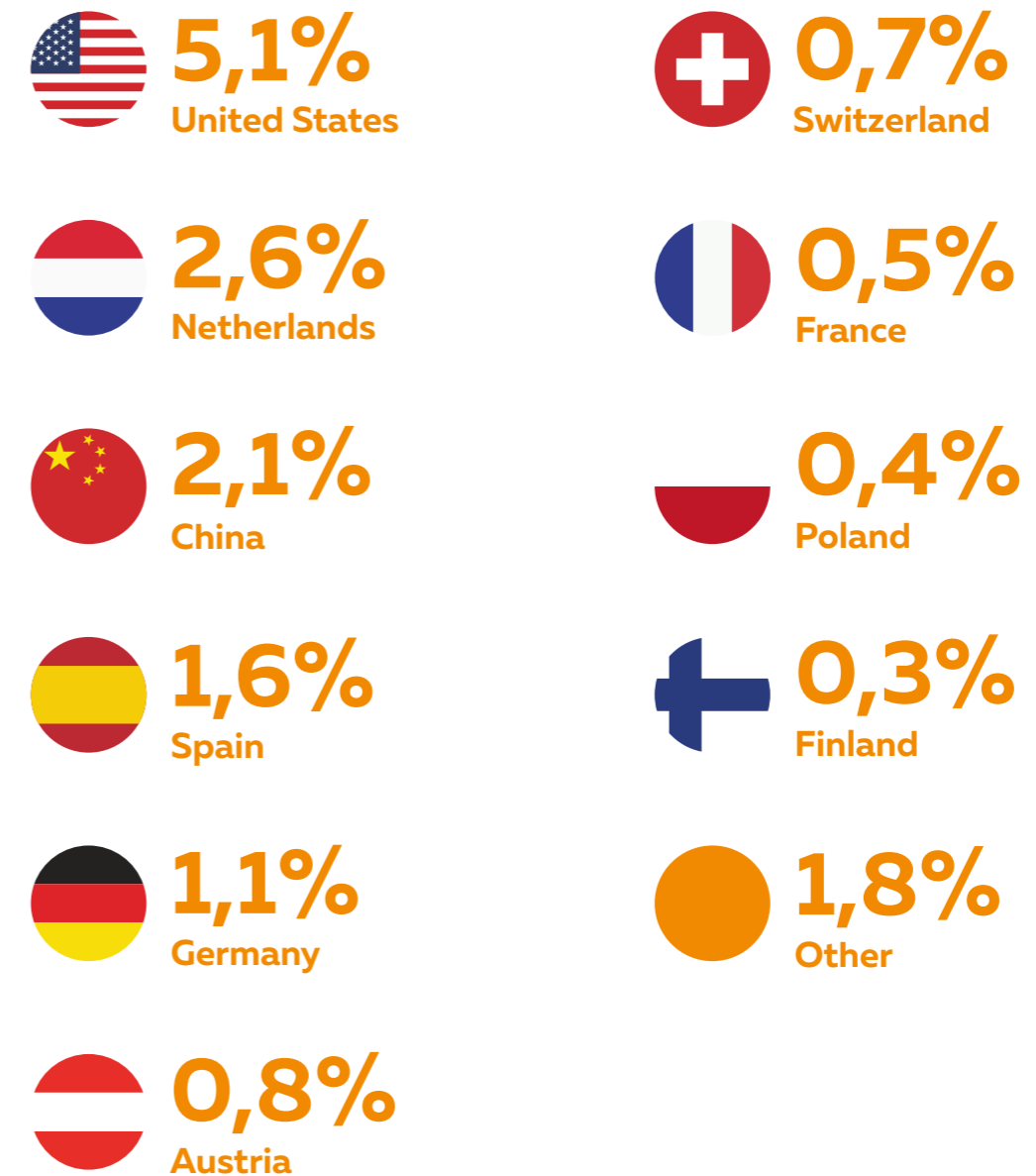


# DEMOGRAPHIC DATA

## ENTRANCE BY AGE RANGE



# PERCENTAGE DETAIL OF SINGLE VISITS BY GEOGRAPHIC ORIGIN



**40** COUNTRIES

The online edition was visited by 40 different countries (including Italy).

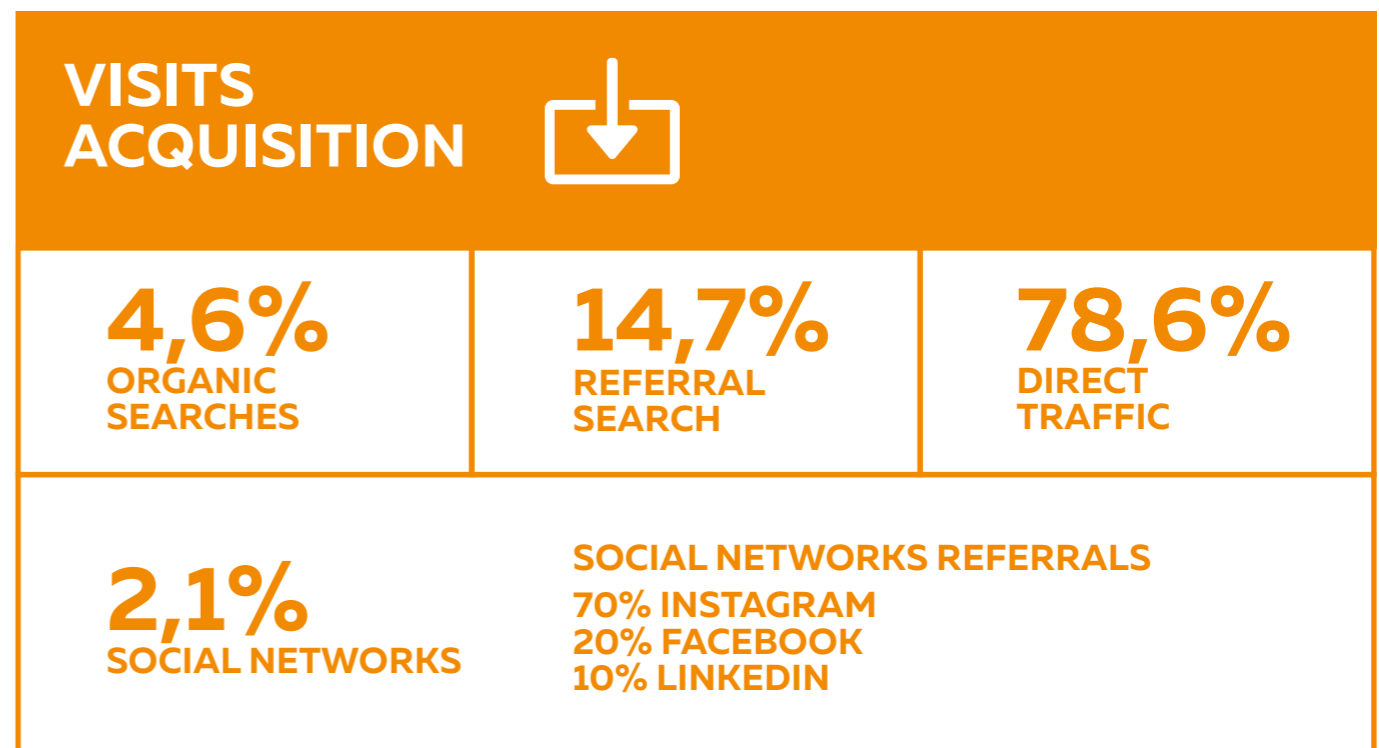
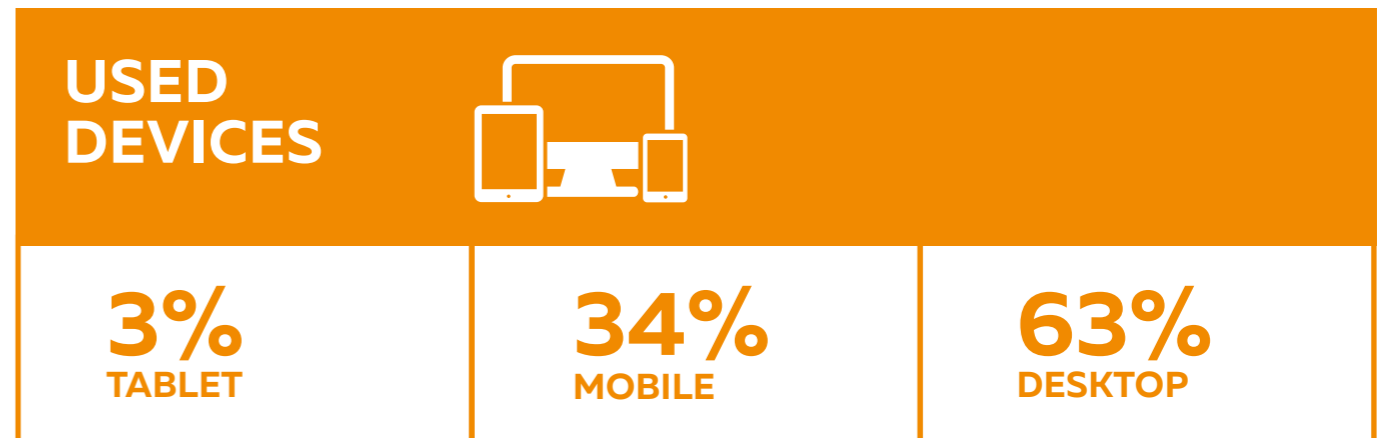
**17%** FOREIGN MARKETS



# BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the online behaviour of buyers, some important data on company page views emerges. For each visit, a buyer typically opened an average of **3 company profiles**, spending around 2 minutes 47 seconds (the highest peaks exceeded 22 profiles for more than 2 hours).

The online behaviour of buyers was also characterised by **282 downloads**, **193 messages** and **1,008 direct visits** to the websites and social profiles of the companies in attendance.





# TOYS MILANO PLUS

## FOURTH EDITION OF TOYS MILANO PLUS

**DATES: 08 – 19 MAY 2023**

**LENGTH: 2 weeks, 12 days,  
288 hours, 17.280 minutes**

## RESULTS

During its two weeks of operation, **Toys Milano PLUS** recorded a total of 821 visits (equal to 691 unique visitors) and 5,839 page views. 24 % of the unique visits were made by foreign buyers from 33 countries.

Besides Italy (representing 76 % of the total number of unique visits), the most active foreign countries in terms of the number of unique visits were: United States, Spain, France, Netherlands, Germany, Switzerland, UK, Poland, Slovenia and China.

▶ **691**  
UNIQUE VISITORS

▶ **821**  
VISITS

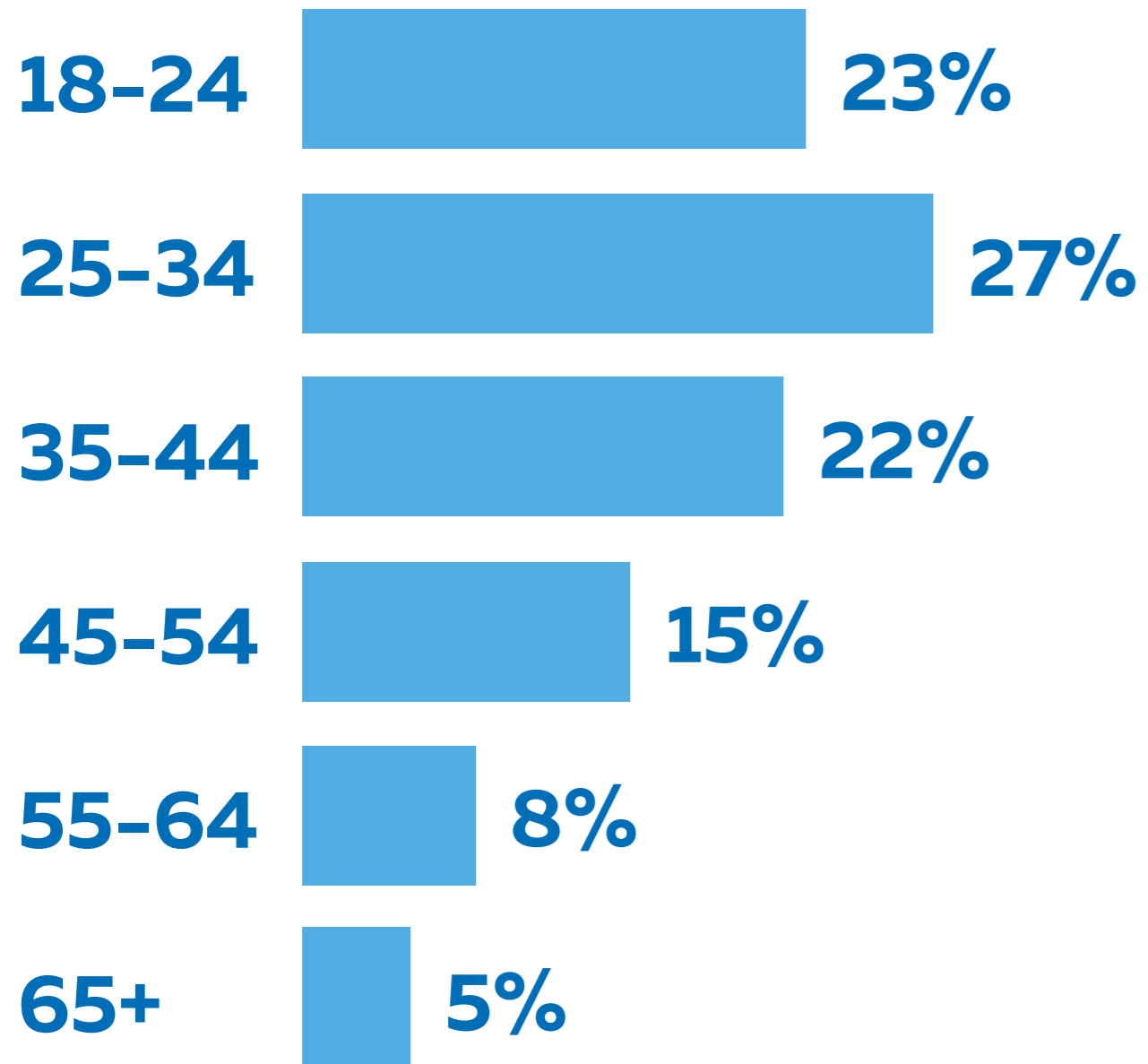
▶ **5.839**  
VIEWED PAGES





# DEMOGRAPHIC DATA

## ENTRANCE BY AGE RANGE



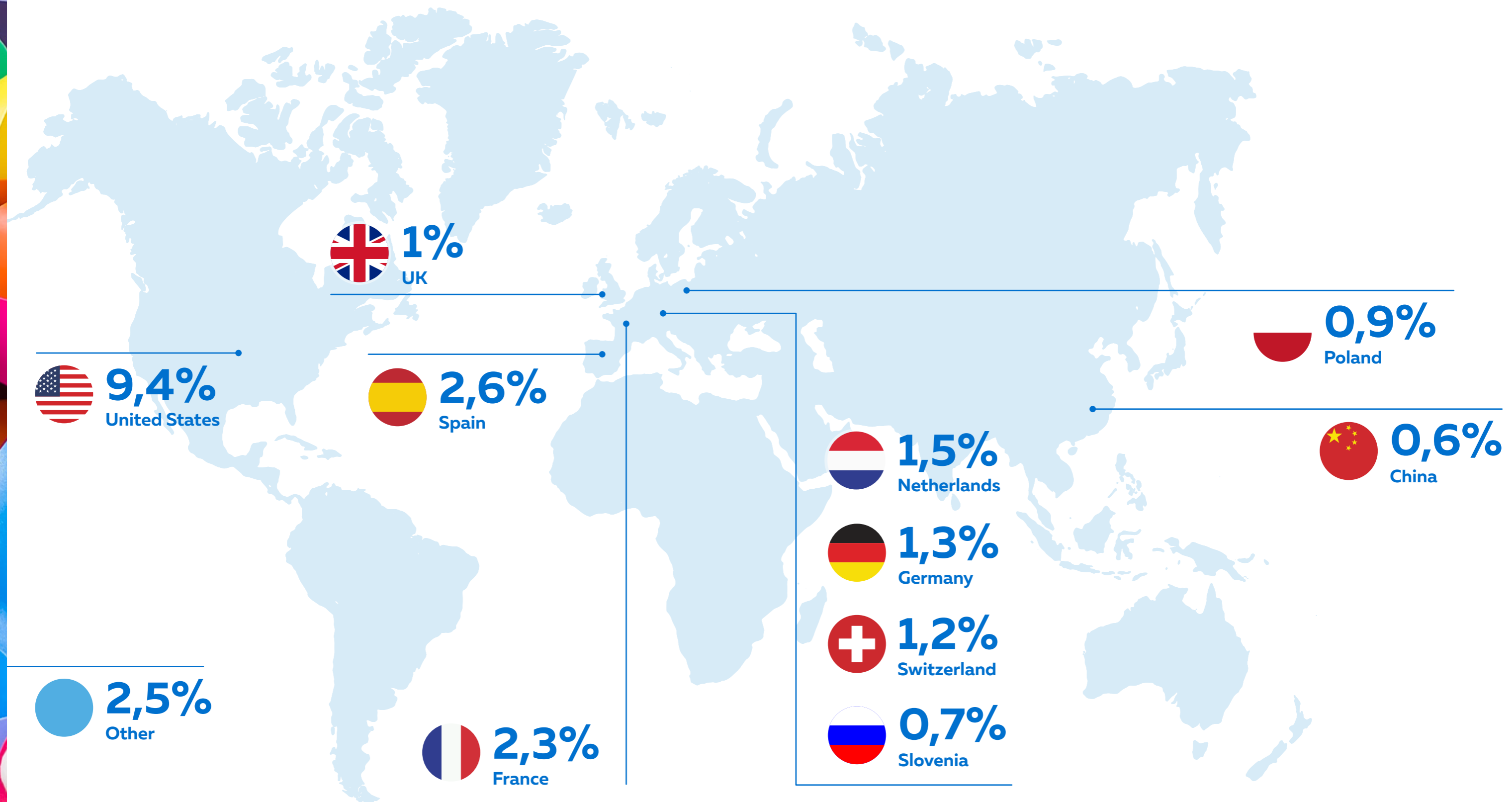


## PERCENTAGE DETAIL OF UNIQUE VISITS BY GEOGRAPHIC ORIGIN

# 34 COUNTRIES

The online edition was visited by 34 different countries (including Italy).

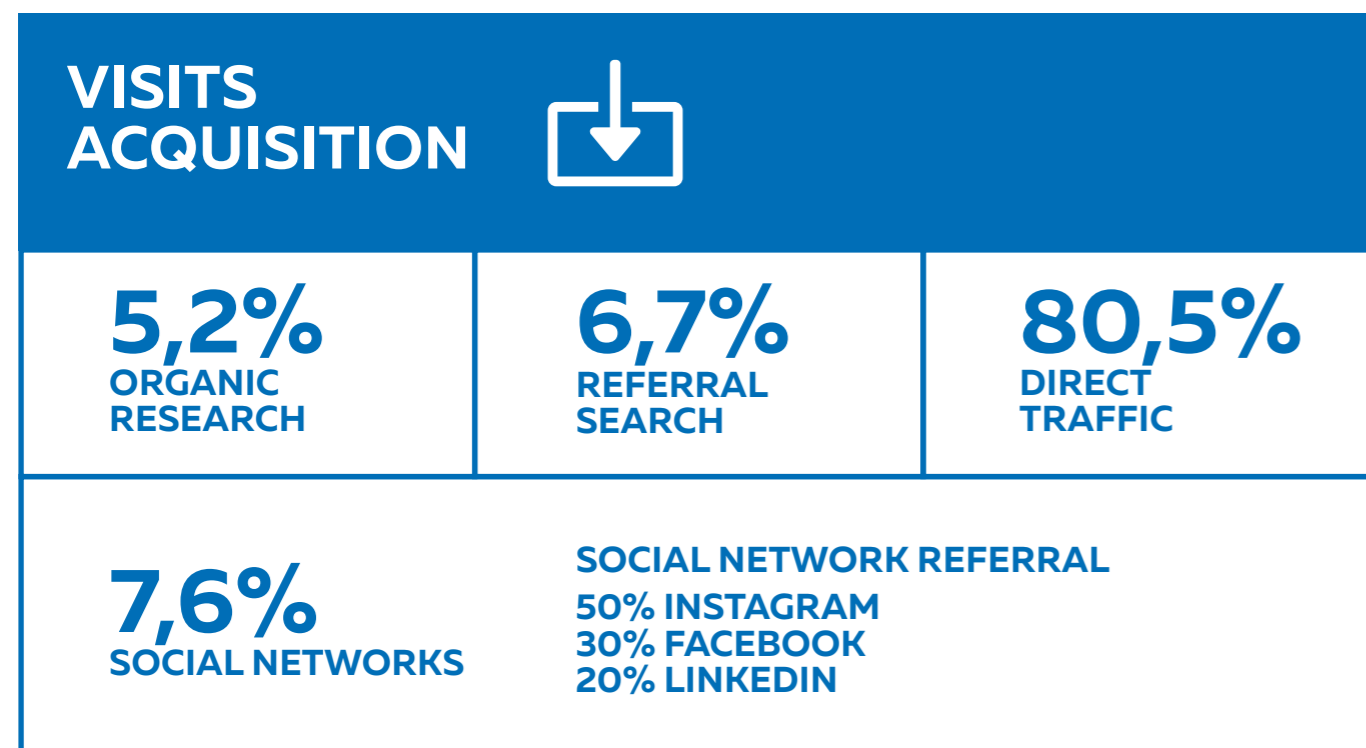
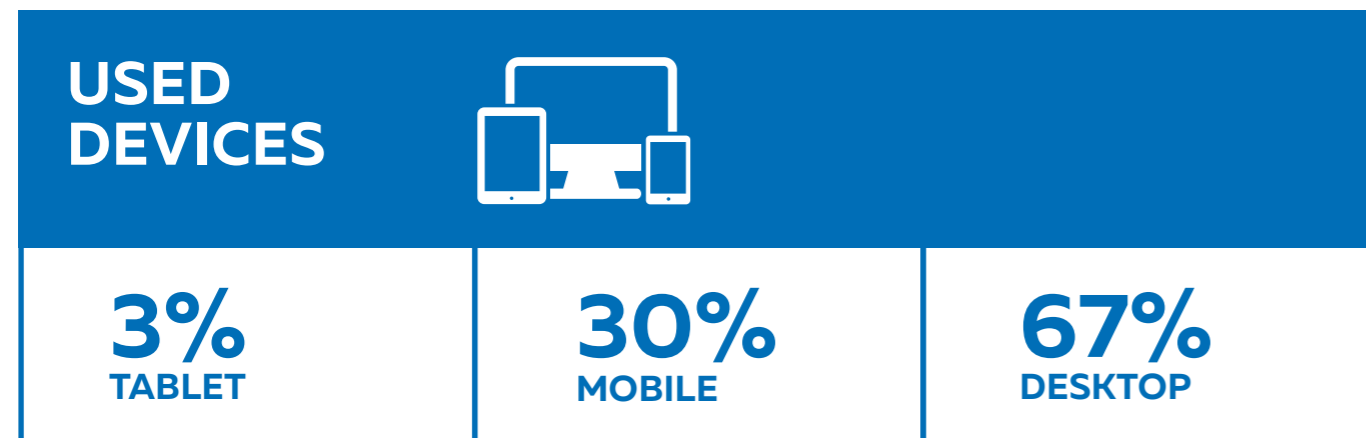
## Other



# BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the online behaviour of buyers, some important data on company page views emerges. For each visit a buyer typically opened an average of **6 company profiles**, spending around 4 minutes 22 seconds (the highest peaks were over 29 profiles for more than 2 hours 30 minutes)

The online behaviour of buyers was also characterised by **160 downloads**, **123 messages** and **578 direct visits** to the websites and social profiles of the companies present.



# SOCIAL NUMBERS

Toys Milano, Bay-B and Toys Milano PREVIEW and PLUS choose social networks and in particular Instagram, facebook and LinkedIn and E-mail Marketing to promote their respective events.

Since 2022 we have launched **Storytelling**: short exclusive interviews with some of the major players of the current edition, published on the exhibition website and spread on related social channels.

## INSTAGRAM



**84**

DEDICATED POSTS

**357**

STORIES

## FACEBOOK



**92**

DEDICATED POSTS

## LINKEDIN



**93**

DEDICATED POSTS

**54.610**

IMPRESSIONS

**2.980**

INTERACTIONS

## E-MAIL MARKETING



**54**

NEWSLETTER CAMPAIGN

**35**

DEM

## STORYTELLING



**32**

INTERVIEWS

Data recorded during the weeks of event promotion



# OUTRO: PRESS RELEASE

## GREAT SUCCESS FOR THE SIXTH EDITION OF TOYS MILANO & BAY-B

With some 4,000 trade visitors in attendance, the two-day business-oriented event in Milan recorded an excellent +25%, confirming the unstoppable growth of the event. So much so that the exhibition spaces have been increased in view of the 7th edition. Prizes were awarded to the best companies with the "Gioco per Sempre Awards" and Assogiocattoli's participation in the "Golden Links" charity project by Intesa San Paolo and Caritas was announced.

It was the biggest edition ever, breaking all records: attendance up by +25%, companies in attendance by +14%. The surface area dedicated to the 235 brands on display came to over 12 thousand square metres. And given the immediate sell-out, by 2024 there will be at least 18 thousand. Now in its 6th edition, thanks to this remarkable performance, **Toys Milano & Bay-B** confirms that it is the one and only business-to-business event dedicated to the toy and early childhood markets, but also to stationery, carnival, festivities and parties. Growing exponentially year after year, it has now established itself as a must-attend event for all trade professionals, the place to be for all stakeholders.

**Between 16 and 17 April**, in fact, as many as **3,830 buyers**, retailers, commercial agents and opinion leaders from all over Europe, Italy in primis, passed through the Allianz MiCo of fieraMilano. In such an energetic context, it is the **early childhood sector**, with the Bay-B division, that **has increased its exhibition presence most at the fair thanks to a remarkable +53% compared to the previous edition**. Numbers also confirmed by the most recent market data analysed during the interesting workshops and talks sched-



uled: the infant sector closed 2022 in the positive with +3.5% (source: GfK), while the **toys market** boasts an excellent **1st quarter 2023** thanks to a remarkable +4% (source: Circana) that bodes well for Christmas.

*"In addition to the thousands of business-oriented meetings that are crucial for sell-in," says **Maurizio Cutrino, Director of Salone Internazionale del Giocattolo and Assogiocattoli** – "during Toys Milano & Bay-B we also held the first Gioco per Sempre Awards Ceremony: the recognition dedicated to companies that have distinguished themselves throughout the year for creativity, sensitivity and efficiency, one of the many activities that with Assogiocattoli we have been carrying out for years thanks*

*to the Gioco per Sempre campaign, the project that supports the culture of play and supports the de-seasonalisation of a market that is often tied to classic festivities".*

the almost 160 exhibitors who, at the end of the event, donated part of the products on display. And this is just the beginning!

**Elisa Zambito Marsala, Intesa Sanpaolo's Head of Social Enhancement and Relations with Universities**, said: *"Assogiocattoli's participation in the Golden Links project is a source of pride and great satisfaction for us because it confirms the effectiveness of a choice we have been making for many years now: to work in a network, to create increasingly broad connections between the profit and non-profit worlds, to give life to valuable initiatives to combat poverty and inequality in the country. This project of ours, built together with the IMI Corporate & Investment Banking Division, with a circular approach, which recovers industrial surpluses to generate social inclusion through a systemic action between the Bank, corporate clients, Caritas Italiana and the diocesan Caritas networks, today conquers a new space dedicated to childhood, donating toys, a good now considered primary, to children in the most fragile state".*

As many as **70 companies** between manufacturers and distributors of games and toys operating on the Italian market were nominated. It was awarded by a jury of industry experts, who cast their votes and determined the **14 winners - 11 categories plus 3 special prizes** - of the Gioco per Sempre Awards 2023.

**Toys Milano & Bay-B** was also the occasion to announce Assogiocattoli's adhesion to the solidarity project **Golden Links: links are golden**, the initiative with a circular approach by **Intesa Sanpaolo** realised in collaboration with **Caritas Italiana** with the aim of distributing new clothes and other goods, including toys, to families and people in poverty. The first concrete gesture was made by

## **Toys Milano PLUS: digital edition**

Those who were unable to attend live due to time, geographical or work-related issues could count on the full-digital edition. The Toysmilano.plus platform (active for more than eight weeks from 8 March to 14 April and from 8 to 19 May 2023) offered a further possibility: full of special content, videos, presentations, interviews and in-depth reports of all kinds also taken from the live event.

Here, too, the figures are decidedly positive: **2,195 attendees, 11,974 page views and buyers from 40 countries** (24% of them foreign).

# BRANDS THE PARTICIPATING BRANDS



AMA GIOCONATURALMENTE  
- CANDYLAB TOYS - CUTY CLIPS -  
CUTY CHARMING - FRANCK & FISCHER -  
HOPPSTAR - KIDYWOLF  
- MAISON PETIT JOUR - MOLUK -  
MR & MRS TIN - PETIT JOUR PARIS  
- PLANTOYS - PLAY&GO - POPPIK  
- QUUT - SCOOT & RIDE - SNAILS -  
THE MANHATTAN TOY COMPANY

AMBOSSTOYS - EPOQA

AMEK

ANTEPRIMA BRANDS INTERNATIONAL -  
NUVITA - MOOVO - DEW

ASMODEE

ASSOGIOCATTOLI - TOYS MILANO

ATTIPAS

AZIAMOR

AZZARO DISTRIBUZIONE

BABY LOVE 2000

BABYCAR - MIMUSELINA - ZANCLEM

BABYLUX

BACIUZZI

BAMBOOM

BEBEROYAL

BELLINI® - BABU®

BIGJIGS ITALIA SRL

BINNEY & SMITH EUROPE - CRAYOLA  
- NATTOU - TY

BORELLA L'ORSOMAGO

BORGONOVO

BRUDER

BUBBLE E CO

BUZZ ITALIA - CHILDHOME - BEABA -  
DONE BY DEER - 3 SPROUTS - CONNETIX  
- A LITTLE LOVELY COMPANY

CAM IL MONDO DEL BAMBINO

CARNIVAL TOYS

CARRERA - REVELL

CHICCO

CICABOOM

CLAUDIO REIG

CO.RA. PRIMA INFANZIA

CONSORZIO HIT

CORIEK

CRANIO CREATIONS

CREA - LEGO STATIONARY & LED  
- LEGO PELOUCHE, PUZZLE & STORAGE -  
LIFESTYLE - IF NO-BOOK - MEN'S -  
THUN - MOB

CREATIVAMENTE

D-FUN

DAL NEGRO

DB - LINE SRL

DE.CAR 2

DEVIR

DIIDO SRL

DINO BIKES SPA

DJECO

DULCOP BUBBLE WORLD

DV GAMES - GHENOS GAMES

EDICART STYLE

EGMONT TOYS

EKOALA

EMMIS KLEMMIS - TEDDYKOMPANIET  
- SUMMERVILLE ORGANIC - REBAEL

ENJOY TOY

EPOCH DI FANTASIA

ERBESI STORIE DI BIMBI FELICI  
- HUGS FACTORY

FABA

FABIEN - L.A. DISTRIBUZIONI

FANCY MAGIC

FLYING DREAMS

FOPPAPEDRETTI

FREEON

FTG SRL - MR J TOYS@MORE - WANGE -  
CITYMART - TESLA

FULGOSI

FUNLAB - LENA - 4M - NIKKO TOYS  
- ERZI - BONIKKA - MAKE IT REAL -  
BULLYLAND

GATEONGAMES

GIOCHI TARANDUS

GIOCHI UNITI

GOLIATH BV

GRACO

GROUPE TEAM TEX - AT4 - MIGO  
- NANIA - SAFETY BABY

HUNGARY TOYS

I'M BABY

IDEA GIOCONDA

IL PIANETA DELLE IDEE

IMC TOYS ITALY

INCART

INGLESINA

INNO GIO

INTERTEK

ITALBABY

ITALTRIKE

J BIMBI

JANÉ GROUP - JANE & BECOOL

JOIE

JOY TOY

JURATOYS

KINDERKRAFT - 4KRAFT

BESAFE

KINIBÀ

KOOBOZOO

KREATIVA TOYS

L10 BRAND

LA PINGVIN - FRESK - LITTLE DUTCH

LIF DISTRIBUTION - JUNAMA - ANTES BABY -  
TAKO BABY - ELODIE - AMY

LINEA MAMMABABY

LITTLE ROCKET GAMES

LM CARDS

LORELLI

LUBEX

LUCKY DUCK GAMES

LUDATTICA

LULABI

LUNII

MAGIC BOX ITALIA

MAGICBIKE

MANDELLI - SPORT 1

MARINA & PAU

MAST SWISS DESIGN

MAXI COSI & TINY LOVE

MAZZEO GIOCATTOLI

MI ARTE PRODUCTION



MICUNA

MINI ME - BABY BREZZA - BABY PATENT

MINILAND

MITAMA

MIZU BABY

MODELLI UGEARS

MOOVO - ANTEPRIMA BRANDS  
INTERNATIONAL

MOULIN ROTY

MR TIGGLE - BOBUX

MUÑECAS ARIAS

NENO

NEW RAY SRL

NICE SRL

NINES D'ONIL

NUBY

NUNA

NUVITA - ANTEPRIMA BRANDS  
INTERNATIONAL

OFFICINA DEI GIOCHI

OFFICINE FA

OK BABY

OLIPHANTE

ORCHARD TOYS

PEG PEREGO

PICCI E DILI BEST NATURAL

PLASTIMYR & THE GOOD WOOD

PLAYMOBIL

PLUSH & COMPANY SRL -  
MORE THAN A PLUSH

PROLUDIS GIOCATTOLE

PROMETEICA

PTS

RE.EL TOY'S

REAL TRADE ITALIA

RED GLOVE - COBBLE HILL - EUREKA GAMES  
- TESLA GAMES

ROCCO GIOCATTOLE

RUBIE'S ITALY SRL

SABBIARELLI SAND - IT FOR FUN

SASSI EDITORE

SBABAM

SCHLEICH

SELEGIOCHI

SIMBA TOYS ITALIA

SMIFFY'S

SOPHIE LA GIRAFE - KLOROFIL

SOUZA !

SPIN MASTER ITALIA SRL

TATANATURA - ECOMIRKO

TATAWAY

TEDSY

TG TUTTOGIOCATTOLE

TOYNAMICS ITALY

TOYSGARDEN

TRUDI & SEVI

UL SOLUTIONS

VENTURELLI ANGELO  
DI VENTURELLI ANNA & C. SNC

VILLA GIOCATTOLE

VIRCA

VTECH BABY - VTECH

WINNING MOVES ITALY







