



TOYS & BABY MILANO 2025: CLOSES A “FULL OF LIFE” EDITION

Toys & Baby Milano – the largest B2B trade fair dedicated to the world of toys, games, and early childhood – once again confirmed last year’s outstanding results, with nearly 5,000 international buyers in attendance. An exceptional achievement that highlights the vitality of a constantly evolving sector. Two immersive days made this edition truly “Full of Life” – as the slogan goes – energizing the halls of Allianz MiCo with a rich array of events, including seminars, conferences, workshops, exhibitions, and the “Gioco per Sempre Toys Awards” ceremony hosted by Rudy Zerbi. Those who could not attend in person can access the content on the platform [Toysbabymilano.com/plus](https://toysbabymilano.com/plus), available from May 19 to 30.

Save the date for the next edition: May 10–11, 2026

Milan, may 2025 – The eighth edition of [Toys & Baby Milano](https://toysbabymilano.com), Italy’s largest B2B event dedicated to the world of toys, games, early childhood, holidays, and parties, was a great success. This year, the event also expanded to include the healthcare, food, furniture, and publishing sectors. Despite challenges facing the industry, the 2025 edition broke all records: **16,500 square meters** of exhibition space were fully occupied. Nearly **5,000 buyers attended** the two-day event in Milan, with **international participation** reaching **11%**—a 4% increase over last year. These figures perfectly embody this edition’s theme, “Full of Life”: a celebration of life, future generations, and a tribute to all professionals in this dynamic sector, which continues to embrace new challenges and look ahead in a constant drive for innovation.

Once again hosted at **Allianz MiCo** in the CityLife district, the event—organized by [Assogiocattoli](https://assogiocattoli.it) and the [Salone Internazionale del Giocattolo](https://saloneinternazionaledegiochi.it)—set a new attendance record with **375 brands** represented by **193 companies**, **26% of which were international**. The two-day event was packed with meetings, product launches, educational sessions, and networking opportunities. The broad offering allowed participants to stay up to date on the latest market data and discover **current trends**, providing concrete tools to tackle future challenges. The event’s rich schedule featured conferences, workshops, and seminars, organized in collaboration with high-profile partners such as **BVA Doxa**, **Circana**, **Sfera MediaGroup (RCS)**, **MLD Entertainment**, **MINERVA AI**, and **PROMETEICA**. This edition also marked the first time the **Toys Design Factor** exhibition was held in person, giving visitors the chance to admire the most innovative projects created by students from the **Politecnico di Milano**.

One of the most eagerly anticipated moments was the [Gioco per Sempre Toys Awards](https://giocopersempre.it) ceremony, a prestigious accolade that recognizes companies and products distinguished by their sensitivity, innovation, and effectiveness in adapting to market needs. This year’s competition featured **85 nominated products** competing across **14 different categories**—from plush toys to board games to educational toys—making the edition truly unforgettable. The task of selecting the winners was entrusted to a jury composed of leading Italian buyers and various industry experts, coordinated and supported by [Assogiocattoli](https://assogiocattoli.it) in collaboration with the specialized magazine **TG TuttoGiocattoli**. The awards were presented during an emotional ceremony hosted by **Rudy Zerbi**, the official ambassador of the [Gioco per Sempre](https://giocopersempre.it) institutional campaign, which has long aimed to promote and celebrate the culture of play.

Toys & Baby Milano once again proves to be, year after year, a premier showcase for companies in the sector—and above all, an essential point of reference for professionals who are committed to the industry’s growth. **Massimo Giovanzani, Presidente del Salone Internazionale del Giocattolo**: “*This edition confirmed not only the vitality of the sector but also the event’s ability to evolve and grow alongside the market. We witnessed innovation, valuable content, and, above all, meaningful connections—highlighting just how crucial moments of exchange like this are for the health of both the industry and the retail world. Our goal has always been to create a professional yet inspiring environment, and seeing such energy, enthusiasm, and international participation shows us we’re on the right path.*”

For those unable to attend in person, the event continues on the digital plus platform, active from **May 19 to 30** at [Toysbabymilano.com/plus](https://toysbabymilano.com/plus), offering a final opportunity for networking and matchmaking. The **next edition of Toys & Baby Milano** will take place **May 10–11, 2026**.