

REPORT 2025

Full
of Life



toysbabymilano.com/en/



SCAN THE QR CODE AND ENJOY THE FEELING AGAIN

IN THIS AREA ARE AVAILABLE:
PHOTOS, VIDEOS AND OTHER ITEMS
THAT ANIMATED THE EIGHTH EDITION.



TOYS & BABY MILANO (International Exhibition organised by Salone Internazionale del Giocattolo in partnership with Assogiocattoli) and TOYS & BABY MILANO PLUS (PREVIEW and PLUS) are unique dates on the Italian scene, unmissable for those wishing to capture new business opportunities.

toysbabymilano.com/en/
toysbabymilano.com/en/plus





**TOYS & BABY
MILANO**

In the heart of Milan, **TOYS & BABY MILANO** since 2016 is a privileged meeting showcase for professionals from the toy, early childhood, stationery, carnival, festivities and parties' sectors, enriched by some moments of professional insight: a unique exhibition in the Italian scene!

Is a privileged meeting showcase for professionals from the toy, early childhood, stationery, carnival, festivities and parties sectors, enriched by some moments of professional insight: a unique exhibition in the Italian scene!

In a dynamic and prestigious high added value setting, companies present their leading products to sector buyers in order to be informed and updated on all the innovations also ahead of the Christmas season. It takes place over two days - Sunday and Monday - at the Allianz MiCo Milano, Europe's largest conference and events centre, the ideal venue where companies can consolidate their business, strengthen their "brand awareness" and set the foundations for new collaborations.

There's also a PLUS, 100% Digital! **The version that adds value to the 'classic' edition**

TOYS & BABY MILANO is enriched and completed with two full digital dates: synergic, complementary and not a substitute, a further opportunity that marks a new way of doing business keeping up with the times, exploiting the resources provided by the network.

DIGITAL PREVIEW: available one month earlier than the 'live' date, previews and prepares for the visit, offering a taste of the brands and products that will be presented at the exhibition.

DIGITAL PLUS: extends business opportunities by another two weeks for those who were unable to physically attend the event, or more simply to be able to retrieve information and contacts conveniently online.

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FULL OF DATA!

The aim of this Report is to present the performances on the **eighth live edition** of Toys & Baby Milano with a focus on the target audience.

Will be analysed the results of the two **digital editions** (**PREVIEW** and **PLUS**), as well as the general trend of online access and demographic composition of registered users on the platform, average visit time, and viewed pages.
Will also be reported information regarding buyers' interactions and the various available features within the platform.

Full
of Life
#toysbabymilano







TOYS & BABY MILANO 2025: FULL OF LIFE!

On Sunday 4 and Monday 5 May 2025 a new edition of Toys & Baby Milano was held, which reconfirmed its strategic role as an essential reference point for all operators in the sector. The event was well attended, showing the vitality and dynamism of a constantly evolving sector.

With an exhibition area of over **16,500 gross square metres**, the 2025 edition offered a large and articulated space, ideal for highlighting new products, emerging trends and the most innovative solutions on the market. A complete showcase, designed to encourage the meeting between supply and demand and to strengthen the dialogue between brands, buyers and industry professionals.

The 2025 edition had a total of more than **375 brands** involved, representing **193 direct companies**, 26% of which were foreign, and a total of **11,587 profiled international buyers** (physical edition total attendance, digital preview and plus).

Toys & Baby Milano, Digital PREVIEW and Digital PLUS are realised by **Salone Internazionale del Giocattolo Srl** in partnership with **Assogiocattoli**, the national association founded in 1947 that represents, with about 200 members, almost all the companies operating in the relevant sectors: toys, early childhood products, Christmas decorations, festivities and parties.

▶ **375**
BRANDS

▶ **193**
DIRECT COMPANIES
(26% OF WHICH WERE
FOREIGN)

▶ **11,587**
ATTENDANCES
OF WHICH: 5,174 DIGITALLY
(PREVIEW) 39% OF WHICH
WERE FOREIGN; 4,993
IN ATTENDANCE OF WHICH
11% WERE FOREIGN; 1,420
DIGITALLY (PLUS) OF WHICH
52% WERE FOREIGN

▶ **11**
EVENTS
(SEMINARS, CONFERENCES
AND WORKSHOPS)

▶ **85**
NOMINATIONS

▶ **14**
AWARDED PRIZES
(‘GIOCO PER SEMPRE
TOYS AWARDS 2025’)

THE EIGHTH EDITION IN ATTENDANCE AT TOYS & BABY MILANO

TERM: May 4 – 5, 2025

VENUE: Allianz MiCo - Milan

LENGTH: 2 days, 21 hours, 1,260 minutes





RESULTS

During the two days in attendance in Milan at the Allianz MiCo exhibition centre, Toys & Baby Milano registered a total of **4,993 buyers**, **11%** of whom were **international** from 39 countries.

In addition to Italy, the foreign countries most present were (in descending order): Spain, Switzerland, France, Poland, Germany, Greece, Belgium, Slovenia, Netherlands and Austria.

▶ **4,993**
BUYERS

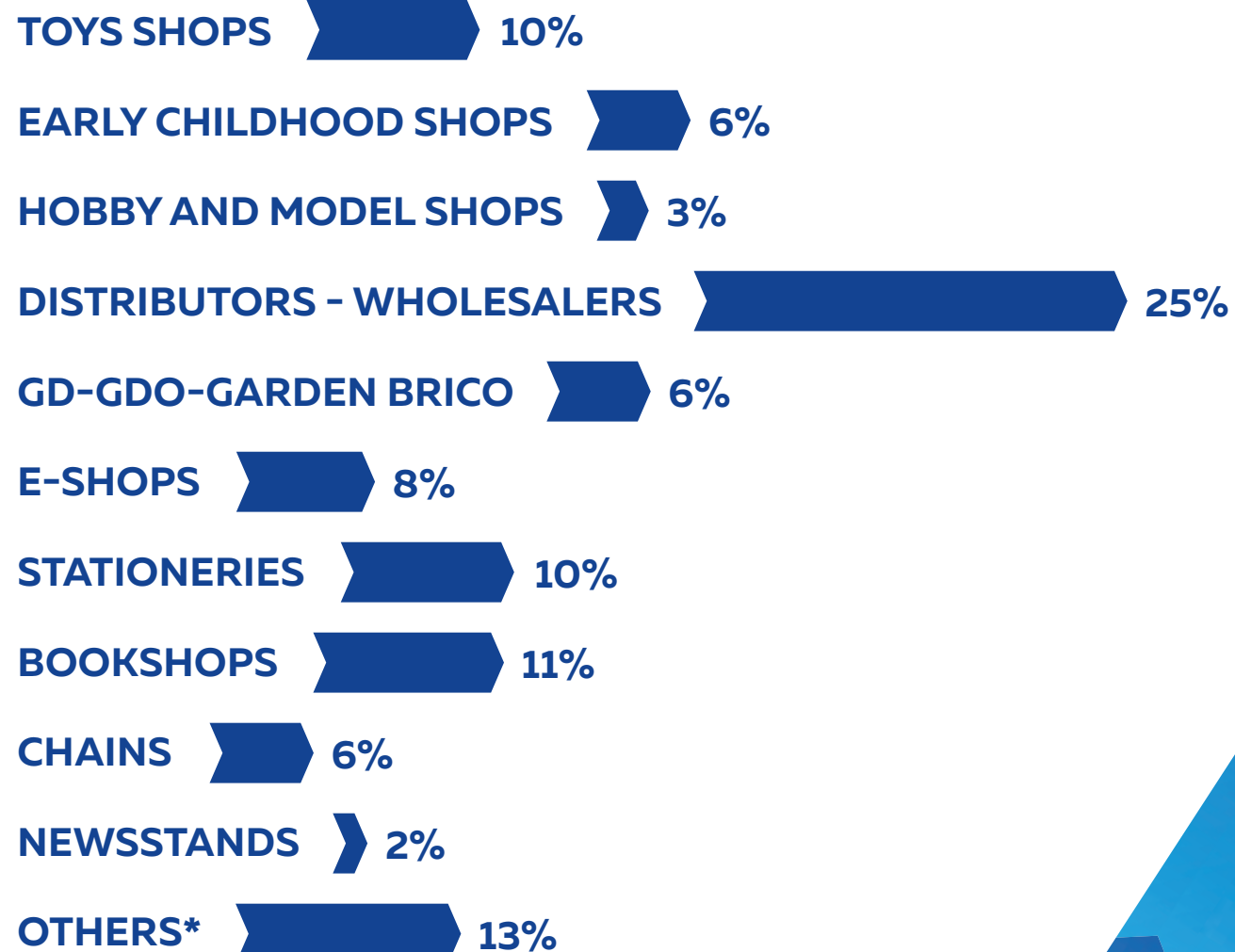
▶ **89%**
ITALY

▶ **11%**
ABROAD
(+4%)

▶ **49**
COUNTRIES

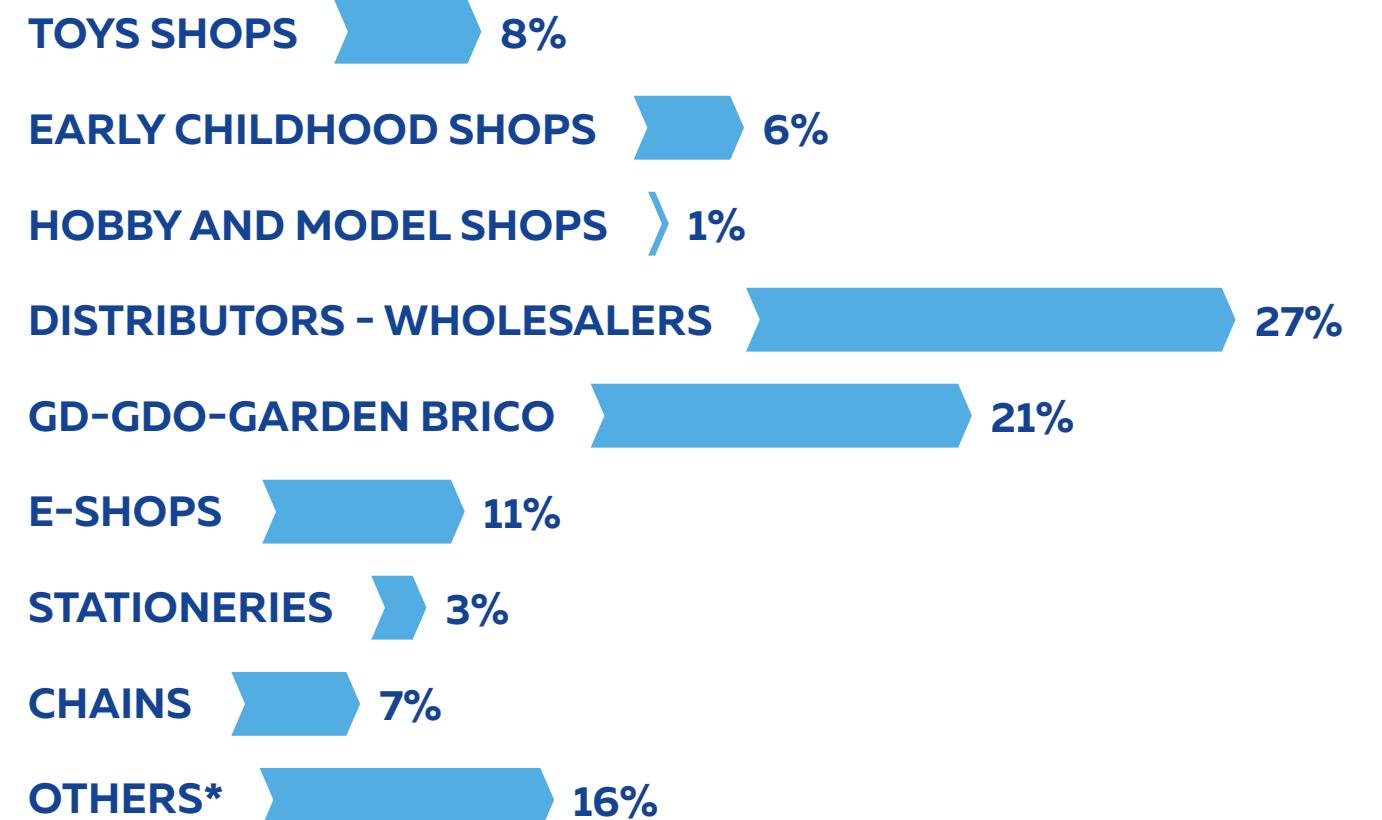
ITALY TARGET AUDIENCE

(equal to 89% of total visitors)



INTERNATIONAL TARGET AUDIENCE

(equal to 11% of total visitors)



*pharmacies, toy shops, children's clothing, kindergartens and preschools, bazaars, party-shops, comic shops, children's furnishings, perfumeries, tobacconists, housewares, children's party organisers, bakeries, family accommodation, etc.

TOYS & BABY MILANO^{PLUS}

DIGITAL PREVIEW
APRIL 1 – 18, 2025

ENGHT: 3 weeks, 18 days, 432 hours,
25,920 minutes



RESULTS

During its three weeks of activity, the **DIGITAL PREVIEW** recorded a total of **5,174 visits** (equal to 4.382 unique visitors) and **19,722 viewed pages**.

39% of the visits were made by foreign buyers from 69 countries (excluding Italy).

Besides Italy (representing 61% of the total number of unique visits), the most active foreign countries in terms of the number of unique visits were: Ireland, Netherlands, United States, Germany, Spain, France, China, Poland, UK and Switzerland.



▶ **4,382**
UNIQUE VISITORS

▶ **5,174**
VISITS

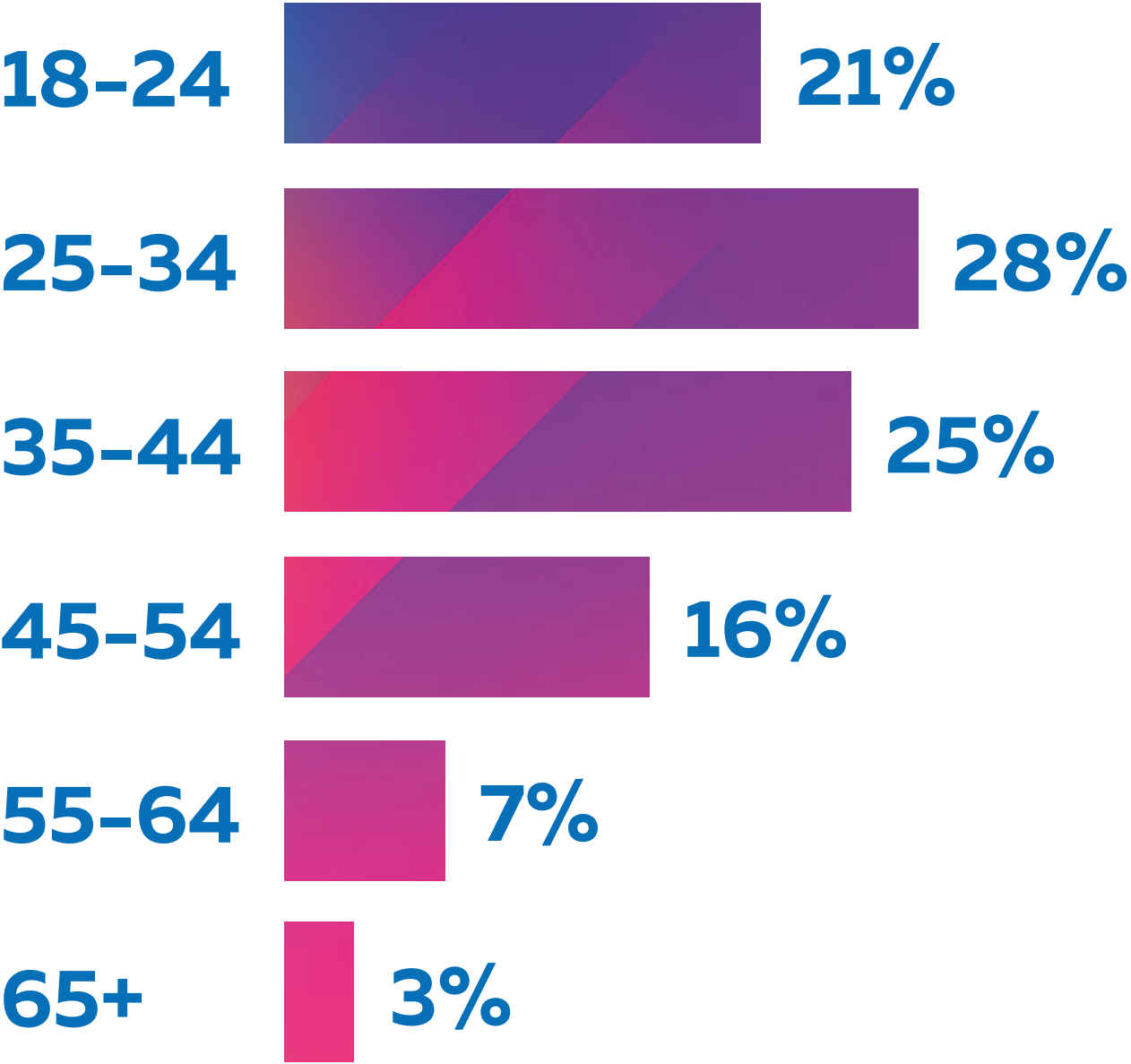
▶ **61%**
ITALY

▶ **39%**
ABROAD

▶ **19,722**
VIEWED PAGES

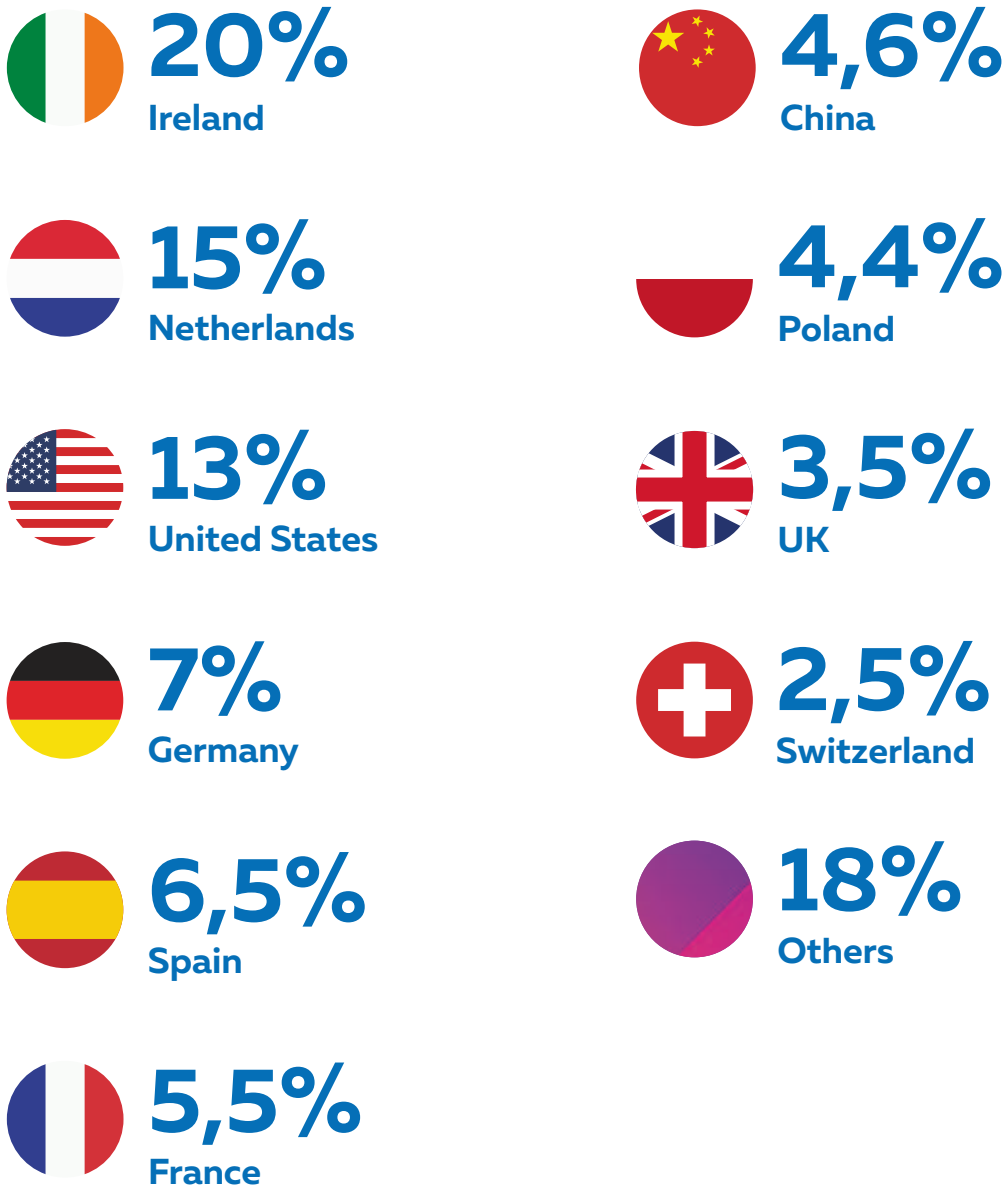
DEMOGRAPHIC DATA

ACCESS BY AGE RANGE



PERCENTAGE DETAIL

OF UNIQUE INTERNATIONAL VISITS BY GEOGRAPHICAL ORIGIN



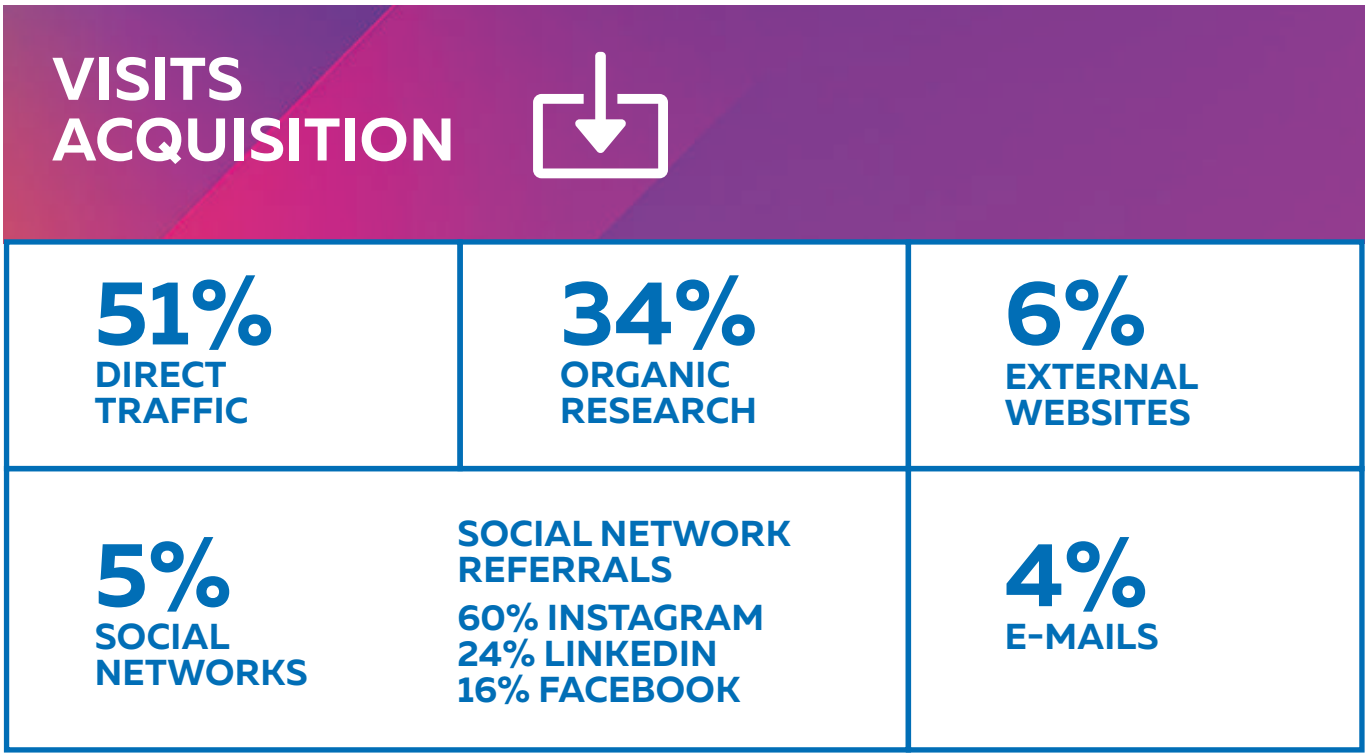
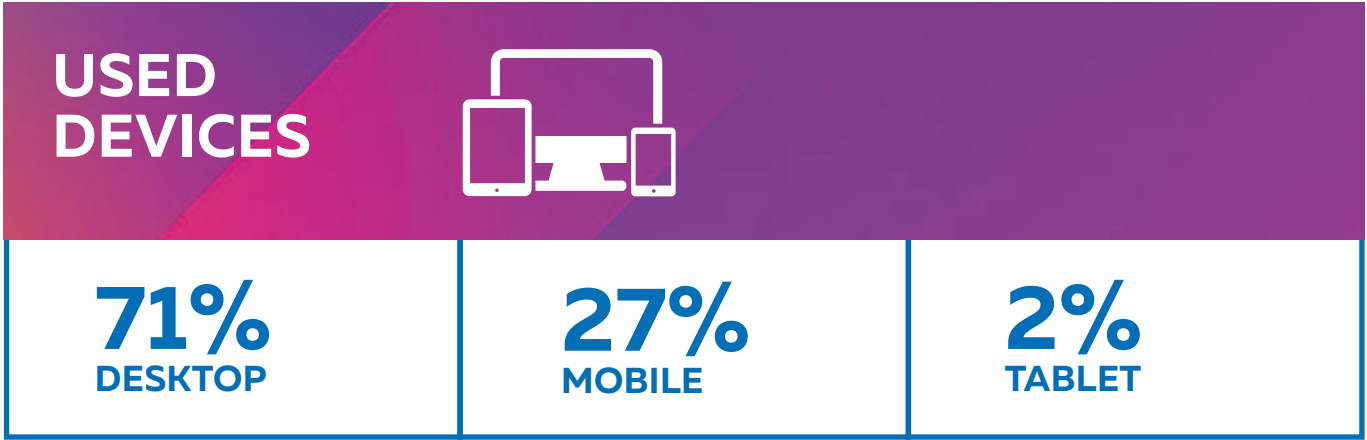
70 COUNTRIES
The online edition was visited by 70 different countries (including Italy).

39% FOREIGN MARKETS



BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the buyers' online behaviour, some important data on the viewing of company pages emerge. On each visit a buyer typically opened an average of **8 company profiles**, spending about 4 minutes and 35 seconds (the highest peaks exceeded 42 profiles over 2 hours and 54 minutes).
The buyers' online behaviour was also marked by the sending of **381 messages**, **359 downloads** and **861 direct visits** to the websites and social profiles of the attending companies.



TOYS & BABY MILANO PLUS

DIGITAL PLUS
MAY 19 – 30, 2025

**LENGTH: 2 WEEKS, 12 DAYS, 288 HOURS,
17,280 MINUTES**



RESULTS

During its two weeks of activity, the **DIGITAL PLUS** recorded a total of 1,420 visits (equal to 1,168 unique visitors) and 5,347 viewed pages. 52% of the unique visits were made by foreign buyers from 53 countries.

Besides Italy (representing 48% of the total of unique visits) the most active foreign countries in terms of the number of unique visits were: United States, Ireland, Netherlands, Germany, China, Spain, Greece, Poland, Albania and India.

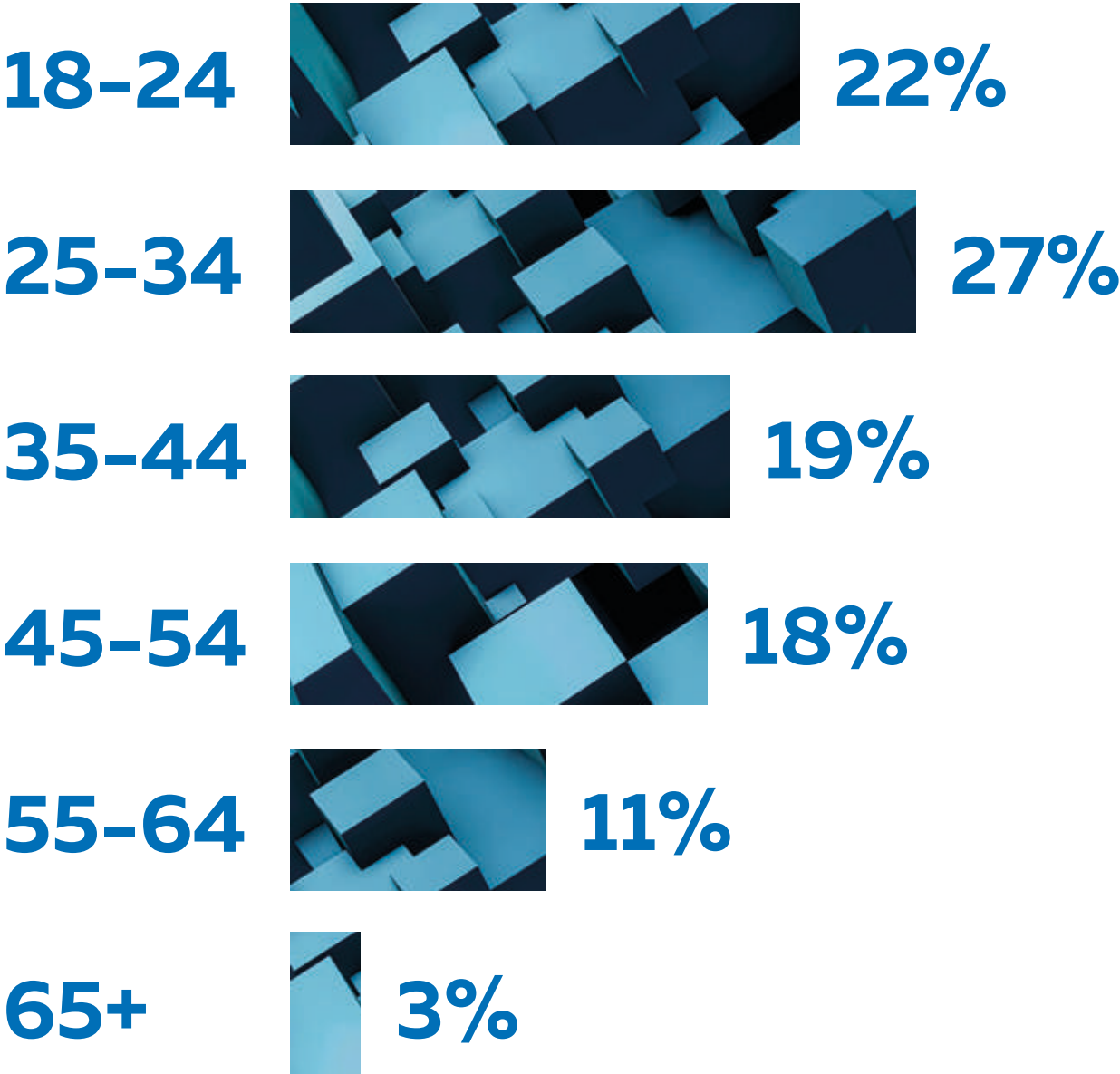
 **1,168**
UNIQUE VISITORS

 **1,420**
VISITS

 **5,347**
VIEWED PAGES

DEMOGRAPHIC DATA

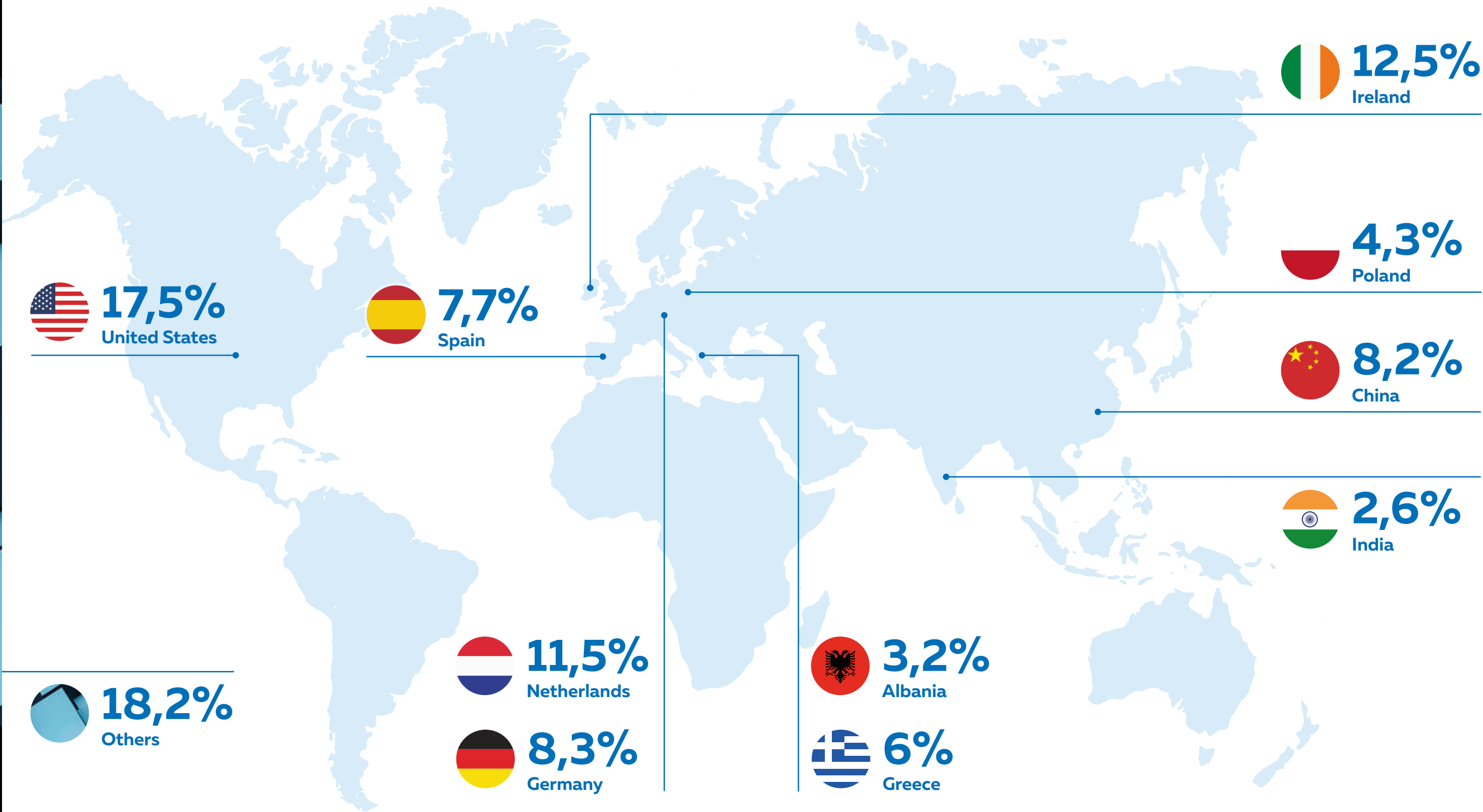
ACCESS BY AGE RANGE



PERCENTAGE DETAIL
OF UNIQUE INTERNATIONAL VISITS
BY GEOGRAPHICAL ORIGIN

54 COUNTRIES
The online edition was visited by 54 different countries (including Italy).

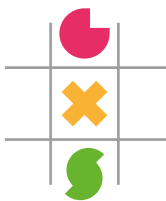
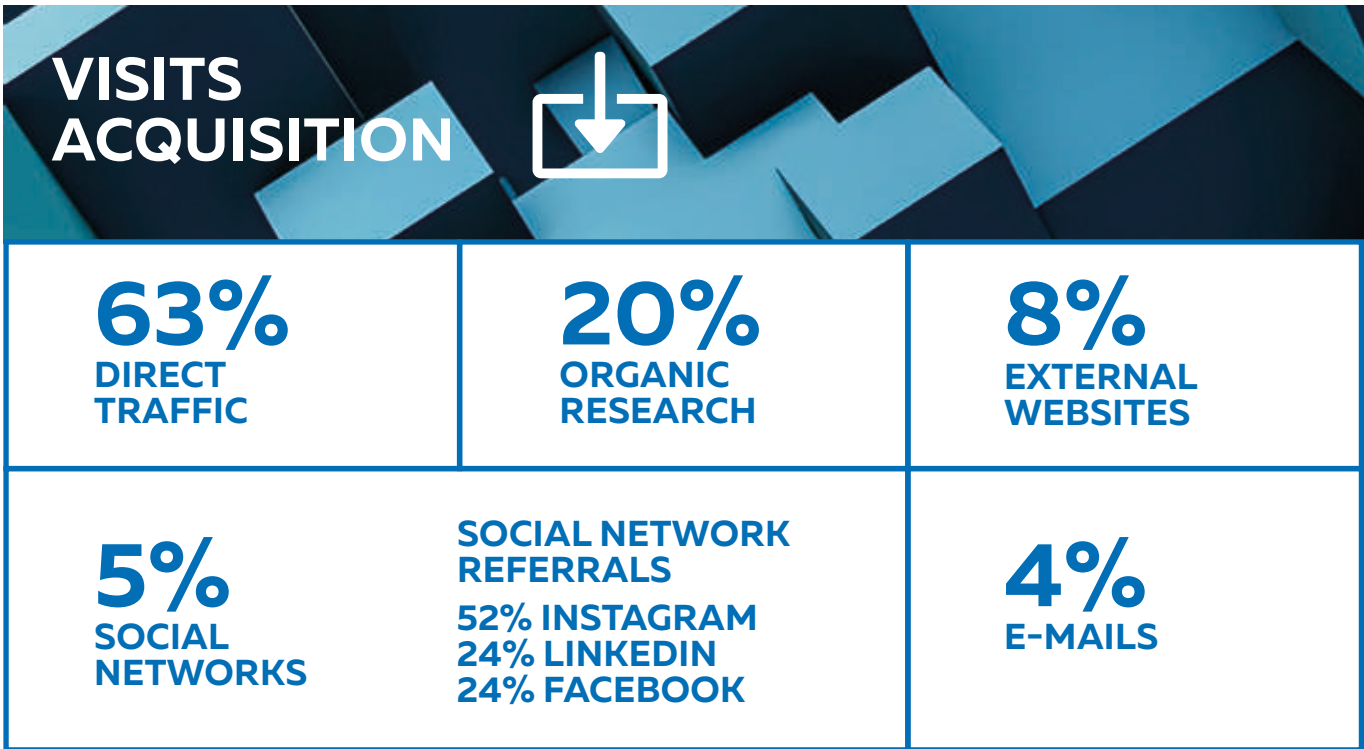
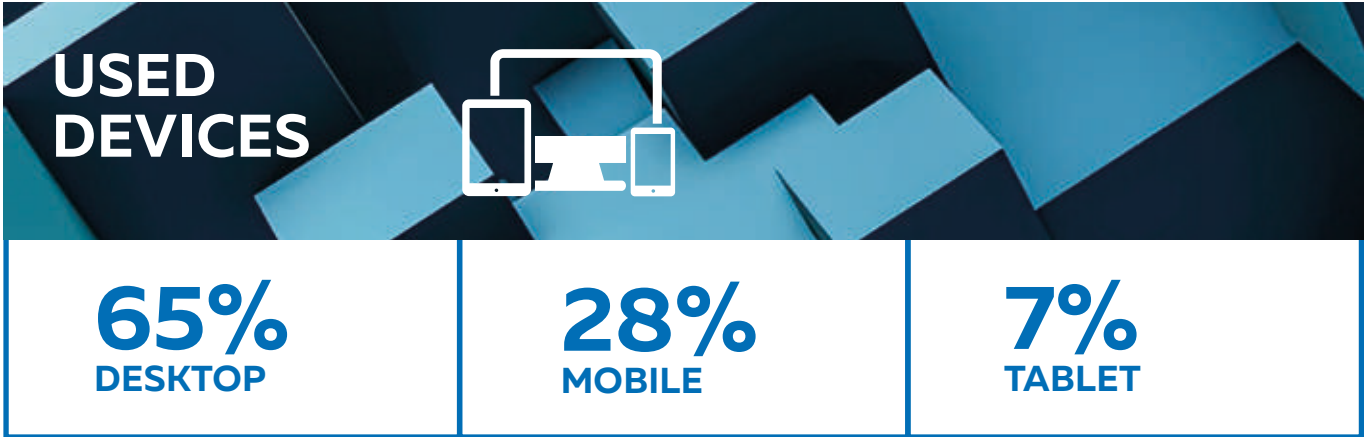
52% FOREIGN MARKETS



BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the buyers' online behaviour, some important data on the viewing of company pages emerge. For each visit, a buyer typically opened an average of **8 company profiles** spending around 2 minutes, 53 seconds (the highest peaks were over 27 profiles for more than 1 hour and 54 minutes).

The buyers' online behaviour was also marked by the sending of **189 messages**, **408 downloads** and **623 direct visits** to the websites and social profiles of the attending companies.



'GIOCO PER SEMPRE' AWARDS

The coveted award dedicated to companies that have distinguished themselves in the current year for creativity, sensitivity and efficiency, is one of the activities that Assogiocattoli has been carrying out for years with the **'Gioco per Sempre'** campaign, the project that supports the culture of play and supports the seasonal adjustment of a market that is often tied to ordinary festivities.

'Man doesn't stop playing because he gets old, but he gets old because he stops playing'

A thought by the Irish writer and Nobel Prize winner for literature, George Bernard Shaw, that every future parent should bear in mind, since from the earliest years of childhood, play offers pedagogical, intellectual and social benefits. For first-time mothers, this is an entirely new discovery; for those expecting their second child, it is already a certainty. Playing with the little ones and watching them play on their own allows us to discover many talents of the wonderful creatures that are part of our family.

The Award Ceremony of the third edition of the **'Gioco per sempre Toys AWARDS 2025'** - hosted by the famous TV and radio face Rudy Zerbi - took place on Sunday 4 May 2025 at 5.30 p.m. at the closure of the first day of the Toys & Baby Milano event.



DISCOVER MORE





2025 NOMINATIONS & WINNERS

PRODUCT CATEGORIES:

Action figures, collectables and playset

- "Play-Doh Pizza Delivery Scooter" – Hasbro
- "Lego Marvel Nuovo personaggio costruibile di Captain America" – Lego
- "Minecraft 3D Pack 8 personaggi" – Maggio3

◆ "Approdo dei Pirati" – Playmobil

- "Battle Cave Arena: Lava vs Ombra" – Schleich
- "Squid Game Piggy Bank Capsules" – YuMe Toys

Fine Arts and Creativity

- "Marcatori Acrilici Paint Marker" – Carioca

◆ "Il laboratorio degli evidenziatori" – Clementoni

- "La mode by Marie" – Djeco
- "Glitter & Glam Maxi Lab" – Incall
- "Miniverse Make It Mini Make up" – MGA Entertainment
- "Smoby Crea Flower Deco Set" – Simba Toys

Constructions

◆ "Garage con monoposto Mercedes-AMG e Alpine F1" – Lego

- "Mattel Brick Shop Hot Wheels" – Mattel
- "Castello di Hogwarts" – Modelli Ugears
- "GraviTrax Junior: My Ice World Starter Set" – Ravensburger
- "Oppi Costruzioni Stix 60 pezzi" – Selegiochi
- "Tempio di Artemide" – Syrakous

Dolls, Collectables and Playset

- "Crayola Washimals Paw Patrol Activity Set" – Binney & Smith
- "Bambola Cherie" – Dimian

◆ "Bustine a sorpresa" – Epoch di Fantasia

- "Bambola Eva" – H.T. Italia
- "Yummiland Lip Gloss Dolls" – MGA Entertainment
- "Gamma Brio Flora" – Ravensburger

Board Games and Puzzles

- "Wandering Towers" – CreativaMente
- "Procioni in Cassa 4!" – daVinci Editore
- "Catan – Il gioco" – Giochi Uniti
- "Cranium 2024" – Goliath Italia
- "Pyramido" – Pendragon Game Studio

◆ "Muffin Time" – Rocco Giocattoli

Childhood toys

- "Bambola Rosa" – Artsana
- "Magicube Magic Stacking Safari" – Geomagworld
- "Topbright Balena Dormi Bene" – Lait Design
- "Tartaruga attività Trois Petits Lapins" – Moulin Roty
- "I miei primi giochi di società – Pinocchio. Alla ricerca di Geppetto" – Sassi Editore

◆ "Music'Kid dello Zecchino d'Oro" – VTech Electronics Europe

Pre-school toys

◆ "Crayola Color Wonder Magipennello Luminoso" – Binney & Smith

- "Specchio riflesso" – Cranio Creations
- "Topito" – Giochi Uniti
- "Tadà Play Le storie che giochi: Il Lupo e i sette capretti e Chop Chop Caprettini" – Love for Inclusion
- "Le fiabe al buio – Peter Pan" – Ludattica
- "Maped Creativ Travel Board Animali" – Wirth & Goffi

Electronic, educational, scientific toys

"AIRO – Artificial Intelligence Robot" – Clementoni

◆ "Faba + Il raccontastorie interattivo" – Faba

"Furby e Furby Aurora Borealis" – Hasbro

"L'esperimento che ci piace" – Headu

"Bitzee Disney" – Spin Master

"Video Binocolo Interattivo" – VTech Electronics Europe

Outdoor and sports toys

"Triciclo Colibrino Blue Jeans" – Colibri

"Calcetto All Star" – Dal Negro

"MagikBike MTB Full 20" – Magik

"Splashmatic Indian" – ODS

◆ "Pallina Moon che non scappa Waboba" – Selegiochi

"Lavagna da esterno" – Toynamics Italy

Soft toys

◆ "Backpack Hedgehog Wild & Soft" – Ama Gioconaturalmente

"Harvey l'ippopotamo" – Buzz Italia

"Elf Pets: Renna" – CreativaMente

"Garfield & Friends" – Goliath Italia

"Baby Paws Stitch" – Imc Toys Italy

"Gund Momo Orsetto Interattivo Parlante" – Spin Master

Vehicles

◆ "Radiocomando Team Sonic Racing" – Carrera Revell

"Mario Kart Radiocomandato Antigravità" – Jakks Pacific

"Radiofly Space Predator" – ODS

"Collector Cars" – Playmobil

"Bumper Drone Vision" – Rocco Giocattoli

"Jada Toys Radiocomando Time Machine Ritorno al Futuro" – Simba Toys

SPECIAL PRIZES

Made in Italy toys

"Quella volta che..." – Dal Negro

◆ "Fattoria Prime scoperte" – Headu

"Giocare educare Montessori Baby – Happy Animals" – Lisciani Giochi

"Dibattito Party" – Ludic

"DIY Mosaic" – Pasuto

"Basket Multicolor Ecofriendly" – Sabbiarelli

Sustainable toys

"Clixo Window Pack" – Buzz Italia

"Giotto be-bè Stick & Color Egg" – F.I.L.A.

◆ "I'm a genius science – Il laboratorio delle api" – Lisciani Giochi

"Cleany lavabo con accessori" – Maggio3

"Barbascura X – Evolversi Male" – MS Edizioni

"Flip Car Race Track Play Eco+" – Quercetti

Inclusive toys

"Math Bing PlanToys" – Ama Gioconaturalmente

"Letrabots + Albo Gabri" – Cicaboom

"Bopster Spin Ball Spinner" – Click Europe

"Disguise Travestimenti Adaptive" – Jakks Pacific

"Il Bassotto dell'Alfabeto" – Ludattica

◆ "Barbie Fashionistas Deluxe Style" – Mattel



◆ **WINNERS
OF THE 2025
EDITION**



OUTRO: PRESS RELEASE

A "FULL OF LIFE EDITION" CLOSES

Toys & Baby Milano – the largest B2B trade fair dedicated to the world of toys 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 – animating the spaces 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.

**SAVE THE DATE FOR THE NEXT EDITION:
MAY 10–11, 2026.**

Great success for the eighth edition of **Toys & Baby Milano**, the largest **Italian B2B event** dedicated to the world of **toys, early childhood, festivities** and **parties**, which this year also involved the healthcare, food, furnishing 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 and **Salone Internazionale del**



Giocattolo set a new attendance record with **375 brands**, represented by **193 companies** (26% of which were **foreign**), for a two-days event full of meetings, product novelties, educational sessions, and networking opportunities.

A truly wide-ranging offer, which gave participants the opportunity 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 Media-Group (RCS), MLD Entertainment, MINERVA AI** and **PROMETEICA**. This edition was also the first ever to host the Toys Design Factor exhibition, where visitors could admire the most innovative projects created by the students of the Politecnico di Milano.

One of the most eagerly anticipated moments was the '**Gioco per Sempre Toys Awards**' ceremony, a prestigious accolade that recognizes companies and products distinguished by their sensitivity, innova-

tion, and effectiveness in adapting to market needs. This year's competition featured **85 nominated products**, competing across **14 different categories** – from soft toys to board games and educational toys – making this edition 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** 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** 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, President of 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.'

BRANDS

ADAMEX
AFFENZAHN / ERGOBAG
AGENZIA DELLE DOGANE E DEI MONOPOLI
AMA SRL - GIOCONATURALMENTE / HOPSTAR / MOLUK / MR & MRS TIN / OLI & CAROL / PLANTOYS / PLAY&GO / POPPIK / QUUT / SCOOT & RIDE / SNAILS / TRIXIE / WILD & SOFT
ARIAS
ASALVO
ASEPRI, BABY & KIDS PRODUCTS FROM SPAIN
ASMODEE ITALIA SRL
AXKID / KNEEGUARDKIDS
AZ DISTRIBUTION SRL
B.BOX
BABYMONKEY
BAMBOOM
BEBEROYAL
BELLINI
BIGIEMME SRL
BIGJIGS TOYS
BIMBIDREAMS
BINNEY & SMITH - CRAYOLA, TY, NATTOU, MY ARCADE
BONTEMPI
BOPPI / BOPSTER
BORELLA SRL - L'ORSOMAGO
BORGONOVO
BREVI
BRICK1
BRITAX RÖMER
BRUDER
BUBBLE&CO SRL
BUGABOO
BUZZ ITALIA, CONNETIX, BANWOOD ECO, DONE BY DEER

CAM IL MONDO DEL BAMBINO
CARNAVAL QUEEN SRL / FANCY MAGIC
CARRERA / REVELL
CEMAB ESPOSITORI IN KIT
CHARM-IT
CHICCO
CO.RA. PRIMA INFANZIA
COBI
COCCOLISSIMI
COLIBRI' / INJUSA / TOIMSA / FYASA
COOL BOTTLES
CRANIO CREATIONS
CREARDO
CREATIVAMENTE
CUORICINI
CZECH TOY EXPORT ALLIANCE
DAL NEGRO SRL
DB-LINE
DIIDO / QUAX / INNOGIO / HOPPEDIZ / ELODIE / RECARO
DINO BIKES
DJECO
DULCOP / BUBBLE WORLD
DV GAMES / GHENOS GAMES
DYNIT SRL
EGMONT TOYS
EUREKAKIDS
FABA
FAKTUM
FIOCCHI DI RISO
FLOATEE ITALIA
FLYING DREAMS
FONDAZIONE MILANO CORTINA 2026
FONDAZIONE OSPEDALE DEI BAMBINI BUZZI
FOPPAPEDRETTI
FREEON
FULGOSI SRL / MOLTO / FISCHERTIP / FISCHERTECHNIK / PAUL GÜNTHER

FUTURE TOYS
GIOCATTOLO SOSPESO BY ASSOGIOCATTOLI
GIOCHI UNITI
HANA'S
HAPE TOYS
HEADU / LUDIC
HORNBY ITALIA
HUGGIES
I.GO DISTRIBUTION / HAUCK
IBS SRL
IDEA GIOCONDA / BONJOURBEBE / LE TOY VAN / MAMATOYZ / OB DESIGNS / PABOBO / PEARHEAD / SARO / TINY TWINKLE / TOPBRIGHT / UBBI
INCANTA
INTERTEK ITALIA
IO SONO TE
ITALBABY
ITALTRIKE
J BIMBI
JANÉ GROUP: JANÉ & BE COOL
JANOD / KALOO / LILLIPUTIENS
KIDS LICENSING
KIKKABOO / MELLA KIDS
KINIBA' / BESAFE / MOMCOZY
KIOKIDS
KOALA BABYCARE
KOOBOZOO
KREATIVA TOYS / ANTONIO JUAN / DE CUEVAS
L'INGLESINA BABY SPA
LEXIBOOK
LINEA MAMMABABY
LITTLE DUTCH / FUSSENEGGER / BIBS
LORELLI
LUBEX - TOYS AND BABY CARE DIVISION
LUDATTICA
MAGIC BIKE
MAM
MANDELLI / SPORT1

MARTINELIA
MAXI-COSI
MAZZEO GIOCATTOLI
MELLIN / APTAMIL
MGA
MIGLIORATI LE BAMBOLE DEI SOGNI
MINILAND
MISS NELLA
MIZU BABY
MODELLI UGEARS
MOMI
MOON
MOULIN ROTY
MR. TIGGLE / BOATILUS / BOBUX
MS EDIZIONI
MUUVO
MY LITTLE ONE by Naay
NEKO SLINGS
NEW GENERATION SRL
NEWRAY
NICE / GIRABRILLA / PINK.IT / DIAMANTINY / MOMOMI / MAGIC UNICORN
NINES D'ONIL
NUBY
NUNA / JOIE / GRACO
NUVITA / MOOVO
OBIETTIVO SVILUPPO
OCARINA PLAYER
ODS TOYS
OFFICINE FA
OKBABY
OLIPHANTE
ONLY STOCK SRL
OSANN / STORCHENMÜHLE
PANTAWORLDS
PASITO A PASITO / WALKING MUM
PEG PEREGO SRL
PETITE&MARS

PICCI
PICOLI'
PLASMON / NIPIOL
PLAYMOBIL
PLUSHI / FOODIES / HELLO KITTY / KUROMI / GABBY'S DOLLHOUSE / WICKED
POLESIE
POLI.DESIGN
POPILOVE
PROLUDIS
PTS SRL
PUCKATOR SRL
QPLAY / BABY LOVE 2000 / ELEVEN
RAVENSBURGER
RCS MEDIAGROUP SPA - DIVISIONE SFERA
RE-EL TOYS
RED GLOVE EDIZIONI
REDABISSI
RF DISTRIBUTION / NELQUIEORA
ROBA KIDS
ROSAPRIMAINFANZIA / AIRCUDDLE
SABBIARELLI SAND-IT FOR FUN
SASSI
SBABAM / CICABOOM
SCHLEICH
SELEGIOCHI SRL
SIKU
SIMBA TOYS
SOINA
SPIN MASTER ITALIA
STEFI ILLUMINAZIONE
STERN TALER
SUAVINEX / CHILDHOME / BEABA
TADA' PLAY
TAMBU' GAMES
TATANATURA / ECOMIKRO / SWIM ESSENTIALS / PURA / INCH BBLUE / CHOOSE KIND / HAPPY BEAR / BABY POP

TATAWAY
TECNIMED / VISIOFOCUS / ZANZA CLICK / ALERTINO
TG TUTTOGIOCATTOLI
TOYS GARDEN
TRUDI / SEVI
TUTETE
UL SOLUTIONS
VENICCI
VENTURELLI ANGELO S.R.L. UNIPERSONALE
VILLA GIOCATTOLI SRL
VTECH / VTECH BABY
WARMIES / THESYS PHARMA
WIRTH & GOFFI / COLOP / MAPED / PLAYCOLOR / APLI / MIQUELRIUS
WONDERFOLD
WOOLY ORGANIC
YUME TOYS





TOYS & BABY MILANO is the most important B2B event in Italy dedicated to operators of toys, early childhood, stationery, carnival, decorations and parties.



**SALONE
INTERNAZIONALE
DEL GIOCATTOLO**



ASSOGIOCATTOLI