



Toy Market and ChristmasBox Gifts exhibitions showcased the best products of the 25/26 season for the gift, children's games and toys, Christmas and holiday-themed goods, and packaging industries



From March 18th to 20th, 2025, Crocus Expo (Pavilion 2, Hall 10) hosted [ChristmasBox Gifts](#) and [Toy Market](#) international exhibitions. With over **300 participating companies**, the exhibitions provided a fantastic opportunity for retail buyers and marketplace sellers to explore novelties, innovations, and up-and-coming brands from leading Russian and international manufacturers.

The three-day ChristmasBox Gifts and Toy Market international exhibitions attracted over **12,000 industry professionals** from 32 countries and 87 Russian regions. Exhibitions were as well visited by HouseHold Expo-2025 expoplex participants (23,000 industry professionals).

Business representatives were able to discover the latest trends and offerings at the exhibitor booths and the **«Novelty Gallery»**, encompassing categories such as children's toys, baby products, Christmas and holiday merchandise, stationery, gifts and gift sets, souvenirs, art supplies, home scents, jewelry, and gift wrapping. New products that were presented during the exhibitions can be found on www.expo-retail.ru and in the participant's novelties catalogue.





Over 50% of exhibition participants offered their capabilities and capacities for contract manufacturing to retailers, business and brand owners. Furthermore, during the exhibition buyers benefited from special conditions of wholesale contracts, discounts, and exclusive offers.

Among participants of the exhibition were Russian companies, representing goods manufactured not only in Russia, but also Belgium, Egypt, Spain, China, the Republic of Belarus. For instance, Altflowers, Aromagestiya, BARTOSH, Best Décor Place, Dream Box, ElkaDE, For me candle, Frezia_lab, Grecki, Incrua, IQ PAZZLE, Karlsbach, Katshelomanova, Miracle Pot, Parnassius, PELSI, Profmagic, Reazy create, Totem, Unification love, «Aktsent», «Alyanniks Manufaktura» (Alyanniks Manufacture), «Ariadna», «Bansyur», «Belosnezhka», «Belyy svet», «Bifores», «Grant Yolka», GREEN COUNTRY, «Dzhuzz», «Yolkiny igrushki», «Zimnie Igrushki», «Ideal», «Izdatelstvo «Uchitel», Individual Entrepreneur Vorkel', Individual Entrepreneur Gerasimova, Individual Entrepreneur Fatkullin, K2 Group, «KazKom», «Kristall-Kanc», «Kristmas Drim» (Christmas Dream), «Lesnoi Trofei», «Max Christmas», «Manufaktura podarkov», «MILEND», «Novaya igra», «NechegoNadet'», «PK ELKITORG», «Plast», «Podarki&suveniry», «Predgorya Belukhi», «Prof-press», «RUSSKII SHAR», «SERVER», «Snezhnii shar» («Snow Globe»), Studia Iriny Voroninoy (Irina Voronina Studio), Sugreff, TVORCHESKAYA MASTERSKAYA «POISK», «Triumf Nord Rus», «Homedecor Details», «Fabrika 1 Maya», FARFOROVAYA MANUFAKTURA (FARFOR SPB), «FENIKS-PREZENT» / «F-TOIZ», «Harsha», «YUNIOPT» and many others.

From March 18th to 20th, the Mayer Corporate Group conducted a «Consultation Center» Partnership programme. This programme provided support and consulting service to visitors and participants of the expoplex on various fields of business operation. The topics included logistics and financial services, service offerings for marketplaces, as well as legal and advisory support for cooperation with foreign business partners.

This spring, the following companies provided their services within ChristmasBox Gifts, Toy Market and HouseHold Expo:

- **Banking, accounting, and legal service:** Ozon Bank (Hall 11, Booth 11L24A), PJSC SCB «Metallinvestbank» (Hall 11, Booth 11L12), JSC «ALFA-BANK» (Hall 11, Booth 11B14);
- **Logistics service:** TigerBro Express (Hall 11, Booth 11L16), MURMAN LOGISTICS COMPANY (Hall 11, Booth 11C53), Baikal Express (Hall 10, Booth 10C605), Eagleway (Hall 10, Booth 10C605);
- **Services for marketplace sellers:** Wildberries & Russ, OZON, Avito, Yandex Market, Kaspi (Kazakhstan), AK-System, MPSTATS, ACIT, ASHMANOV & PARTNERS, Riks Consult, Smartlab, Agency of Legal Support, Expert Center of Marketplaces Partnership «Ecomboost», and many others.





BUSINESS PROGRAMME

Throughout three days of the exhibition an eventful business programme took place, creating opportunities to address the key industry challenges. It provided a platform for exhibitors, representatives from major retailers including children's retail chains, marketplace sellers, buyers specializing in children's products, gift and holiday merchandise, as well as manufacturers and distributors in the packaging industry.

On **March 18th**, exhibitors and guests had a chance to speak up at the Open Microphone Zone. Plus, «Discussion on Opportunities for Small and Medium-Sized Businesses in Working with China» was held.

Participants featured: ESSAONE Russia, «MAX CHRISTMAS», Atelie novogodnikh ukrasheniy, «Christmax», «KUBIKS», «Messe plus», «Novaya Igra», OZHIVI!, «PRAVILA USPEKHA», Hong Kong Trade Development Council (HKTDC), URP SVET, and «Feniks Present».

On **March 19th**, a conference titled «Trends and Prospects: Ways to Increase Sales of Children's Products in 2025» took place. The conference was aimed specifically at manufacturers, retail representatives, wholesale buyers, and marketplace sellers. Key speakers included Academy of Merchandising (Belarus), Association of Branding Companies of Russia, Zurashvili Branding, Getbrand, A-studio Marketing Agency, Chestny Znak, Brain Me Consulting, Sinoruss, SL-1 Group of Companies, CRP «Business-class», Aktiv Seylz (Active Sales), and the Savva retail chain.

From March 18th to 20th, «Contract Expo» buyer program, organized exclusively by InterDeco Expo LLC in conjunction with KVK «Imperiya Forum,» took place as a part of the exhibition. For the first time, meetings between participants and target buyers were held directly at the exhibitors' booths. Over the course of the three days, **256 negotiation sessions and personal meetings** took place at the booths. Children's stores and specialized retail chains participating in the program included following retail chains: «Begemotyа», «Detskiy Mir», «Mir kolyasok», «Chitay Gorod», «Skazka», «Tvoy Dom», «Azbukа Vkusа», and «Galamart», among others.

Next year, the International Industry Exhibitions Toy Market and ChristmasBox Gifts will take place in Moscow from March 17th to 19th, at Crocus Expo IEC (Pavilion 2, Hall 10).

Information support:



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