

Waiting for [Toysmilano.plus](https://www.toysmilano.com) - the online edition - from 17 to 31 May 2022

## GREAT SUCCESS FOR THE 5th EDITION OF TOYS MILANO & BAY-B

*After the two full digital editions that gained recognition as international event, the long-awaited physical show had a record turnout: a multitude of trade operators from all over Italy as well as from abroad. The next physical show will be held on Sunday 16 and Monday 17 April 2023.*

**Milan, May 2022 - 172 brands** present, equal to **137 direct companies** (78% Italian) with over **350 brands** represented. An exponential growth for an appointment that since 2006 has become essential. This is demonstrated also by the presence of more than **3 thousand** professionals, about **double** compared to the last physical edition of 2019. Thus the **5th edition** of Toys Milano & Bay-B came to an end, the main **B2B event** dedicated to operators in the toy and early childhood sectors, but also in stationery, carnival, festivity and party that took place in the 8 thousand sqm of the **MiCo Sud** pavilion at **fieramilanocity**. Given the incredible success due to the extreme will to meet in person again - that much hoped-for **back to business** – it is already possible to announce that in **2023** the dates will be **April 16 and 17**.

This is how the market concretely demonstrates a constant growth trend that, as confirmed by the research company **NPD Group**, currently stands at **+ 4%**. Therefore, the **sold out** was assured, affirming how much the event organized by **Salone Internazionale del Giocattolo** in collaboration with **Assogiocattoli** has now become "**the place to be**" for all stakeholders in the toys market and beyond. Thanks to the positive experience of the **full digital** editions of the last two years that gained recognition as **international event**, the fair will also be **online**. In fact those who could not be present for distance or work reasons can count on Toys Milano PLUS: for the **3rd year** in a row, the **digital platform** will be active from **May 17 to 31** and will always be full of special contents, videos, presentations, interviews and insights of all kinds.

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

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By the way, during the intense two days in attendance there were many moments of discussion: in addition to the hundreds of commercial meetings, **workshops** and various **insights** were held in collaboration with leading partners - **NPD Group, Sfera MediaGroup** (RCS), **E -Duesse Communication, Flowtech** and **GfK**. Unique opportunities to understand the direction of the market and learn to anticipate it thanks to accurate studies of the most recent **market data** and analysis of current and future trends. In an almost festive atmosphere, it was also held the award ceremony of the **Toys Awards**, the **TG TuttoGiocattoli** initiative that for years has been rewarding companies and products that stood out for creativity, awareness, and efficiency in the last year: special guest **Francesca Valla**, the famous TV Nanny.

But not only that, for the occasion Assogiocattoli announced beforehand the 2022 program of the campaign "Gioco per Sempre", the project that aims to modify and elevate the paradigm of thought that lies behind the concept of all-round playing and that aims to support a market that is still too tied to "traditional" feasts.

Finally, **Toys Milano & Bay-B** was also an opportunity to involve all participants in a **charity initiative** in support of Ukraine refugees: "**DONATE WITH TOYS MILANO & BAY-B**". Thanks to the support of **Fondazione Fiera Milano** and **Fondazione Progetto Arca** - that already "loaded and shipped" 16 trucks of essential products and materials, including games and toys - at the end of the show the **exhibitors donated their products** to all those children who are forced to leave their small bedrooms and their playmates alone.