



REPORT 2022



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toysmilano.plus/en



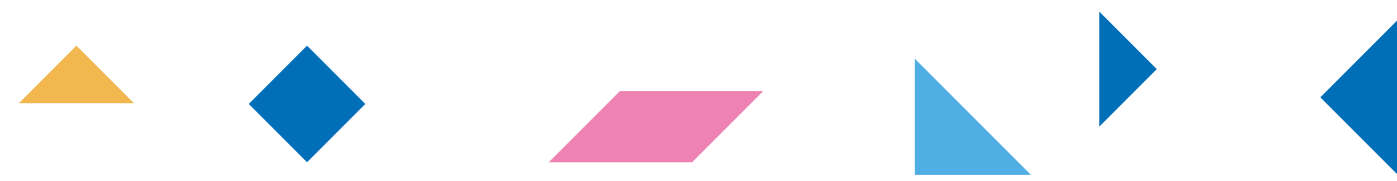
SCAN THE QR CODE AND RELIVE THE EMOTION

IN THIS SECTION ARE AVAILABLE: PHOTOS,
VIDEOS AND OTHER CONTENT THAT ANIMATED
THE 2022 PHYSICAL EDITION



TOYS MILANO, BAY-B (International Exhibition organized by Salone Internazionale del Giocattolo in collaboration with Assogiocattoli) and TOYS MILANO PLUS (Digital Edition) are unique events on the Italian scene, unmissable for those who want to seize new business opportunities.

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▶ The long-awaited return to presence, after the two full-digital versions that qualified as an international event, resulted in a record-breaking turnout: a multitude of operators in the sector of all types and from all over Italy as well as abroad.

Toys Milano PLUS, the online edition parallel to Toys Milano and Bay-B after its successful debut in 2020, presented its third "full digital" edition. The platform provided operators with an additional tool to help and give maximum support to all those who, for geographical or work-related reasons, were unable to attend the edition in presence. Toys Milano PLUS also extended the time, allowing those who came to the fair to still get in touch with exhibitors they did not have the chance to meet.



INDEX

1

05. Intro
06. Toys Milano and Bay-B 2022: Back to Business!

2

07. Fifth edition in presence of Toys Milano and Bay-B
08. Results
10. The third digital edition of Toys Milano PLUS
17. Social Numbers

3

18. Get Inspired
22. Outro: Grate success for Toys Milano & Bay-B (Press Release)

4

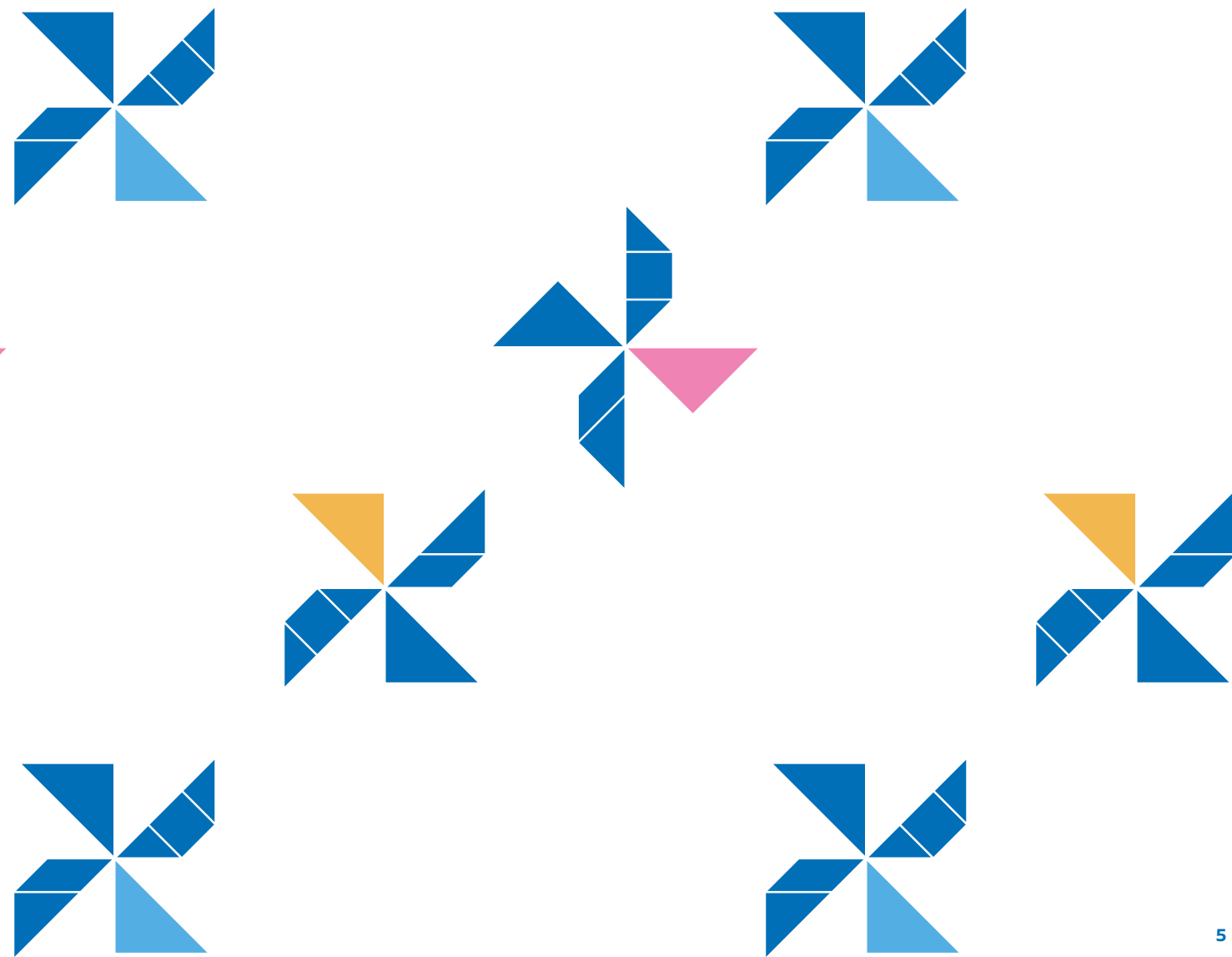
24. Brands

INTRO

Toys Milano is a B2B event dedicated to operators of games, toys and child care sectors, but also stationery, carnival, holidays and parties.

The purpose of this Report is to present the performance on the **fifth edition** in presence with a focus on the target audience.

It will go on to analyse the results of the digital edition, the general trend of online traffic and the demographic composition of users registered on the platform, the average duration of the visit and the pages viewed. There will also be information on the interaction between the buyers and the content and the use of the message sending functionality.



TOYS MILANO AND BAY-B 2022: BACK TO BUSINESS!

350
BRANDS
REPRESENTED

On Sunday 8 and Monday 9 May 2022, **Toys Milano** and **Bay-B** returned in presence after a two-year stop, two years of digital editions that allowed the event to leave the national borders, and becoming an event of international interest.

172
BRANDS PRESENTED

In May 2020 Toys Milano officially unveiled its digital alter ego: **Toys Milano PLUS**, the edition that adds (PLUS) and does not replace the success, value and typical characteristics of the physical edition, as evidenced by the data recorded since the first edition in 2016.

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

137
DIRECT COMPANIES
(22% OF THEM ARE FOREIGN)

The 2022 edition involved more than **350 brands represented**, of **172 brands presented**, equal to **137 direct companies** and the participation of **5.098 profiled international buyers** (total attendance between physical and digital editions).

5.098
ATTENDANCE

Toys Milano, Bay-B and Toys Milano PLUS are a project carried out by **Salone internazionale del Giocattolo Srl** in partnership with **Assogiocattoli**, the national association founded in 1947 that represents with about 200 members almost all companies operating in the sectors of reference: games and toys sectors, stationery, carnival, party and childcare items.

7
PARTNERS
(WORKSHOP AND "GET INSPIRED")

12
IN-DEPTH STUDY
AND SPECIAL CONTENT

THE FIFTH EDITION IN PRESENCE OF TOYS MILANO AND BAY-B

PERIOD: 8 – 9 MAY 2022

**VENUE: MiCo Milano Convention Centre
fieramilanocity**

DURATION: 2 days, 21 hours, 1.260 minutes



RESULTS

During the two days in presence at the MiCo South Hall of fieramilanocity, Toys Milano and Bay-B recorded a total of **3.064 buyer attendances** from 22 countries.

In addition to Italy, the main foreign countries present were (in descending order): USA, Sweden, Hungary, Spain, Lithuania, Portugal, Sweden, Belgium, UK and Palestine.

3.064
VISITORS

22
COUNTRIES



	TIMELINE VISITORS
	ATTENDANCE
2022	3.064
2019	1.992
2018	1.494
2017	1.212
2016	837

	ITALY TARGET AUDIENCE	INTERNATIONAL TARGET AUDIENCE
TOY SHOP	37%	20%
BABY SHOP	25%	5%
LARGE - SCALE-OD GARDEN CENTER	3%	5%
E-SHOP	5%	2%
STATIONARY SHOP	5%	
BOOK	3%	
CHAIN	3%	
DISTRIBUTOR WHOLESALER	16%	65%
OTHERS	3%	3%

THE THIRD EDITION OF TOYS MILANO PLUS

PERIOD: 17 – 31 MAY 2022

**DURATION: 2 weeks, 15 days, 360 hours,
21.600 minutes**



RESULTS

During the two weeks of activity, **Toys Milano PLUS** recorded a total of 2.034 visits (or 1.953 unique visitors) and 10.421 page viewed.

Buyers were able to appreciate over 33,000 products represented through 218 product sheets.

70 % of the unique visits were made by foreign buyers from 36 countries.

In addition to Italy (which represents 30% of the total number of unique visits) the most active foreign countries for the number of unique visits were: Finland, Holland, France, Austria, United States, Spain, China, UK, Germany and Switzerland.

1.953
UNIQUE VISITORS

2.034
VISITS

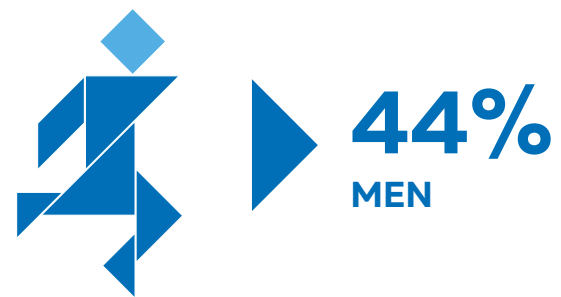
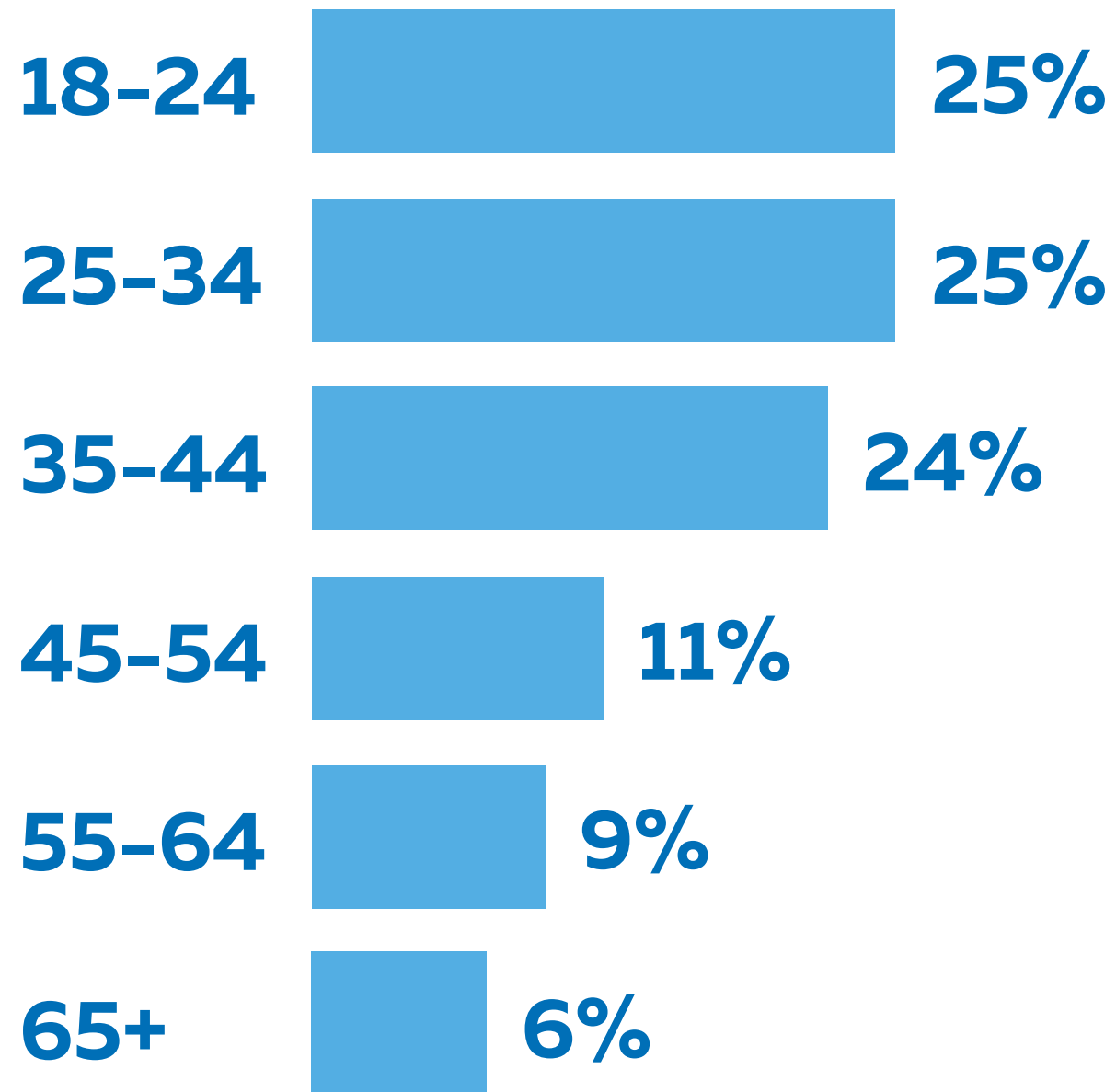
10.421
PAGE VIEWED

218
PRODUCT SHEETS

33.000
PRODUCTS



DEMOGRAPHIC DATA
ACCESS BY AGE GROUP AND GENDER



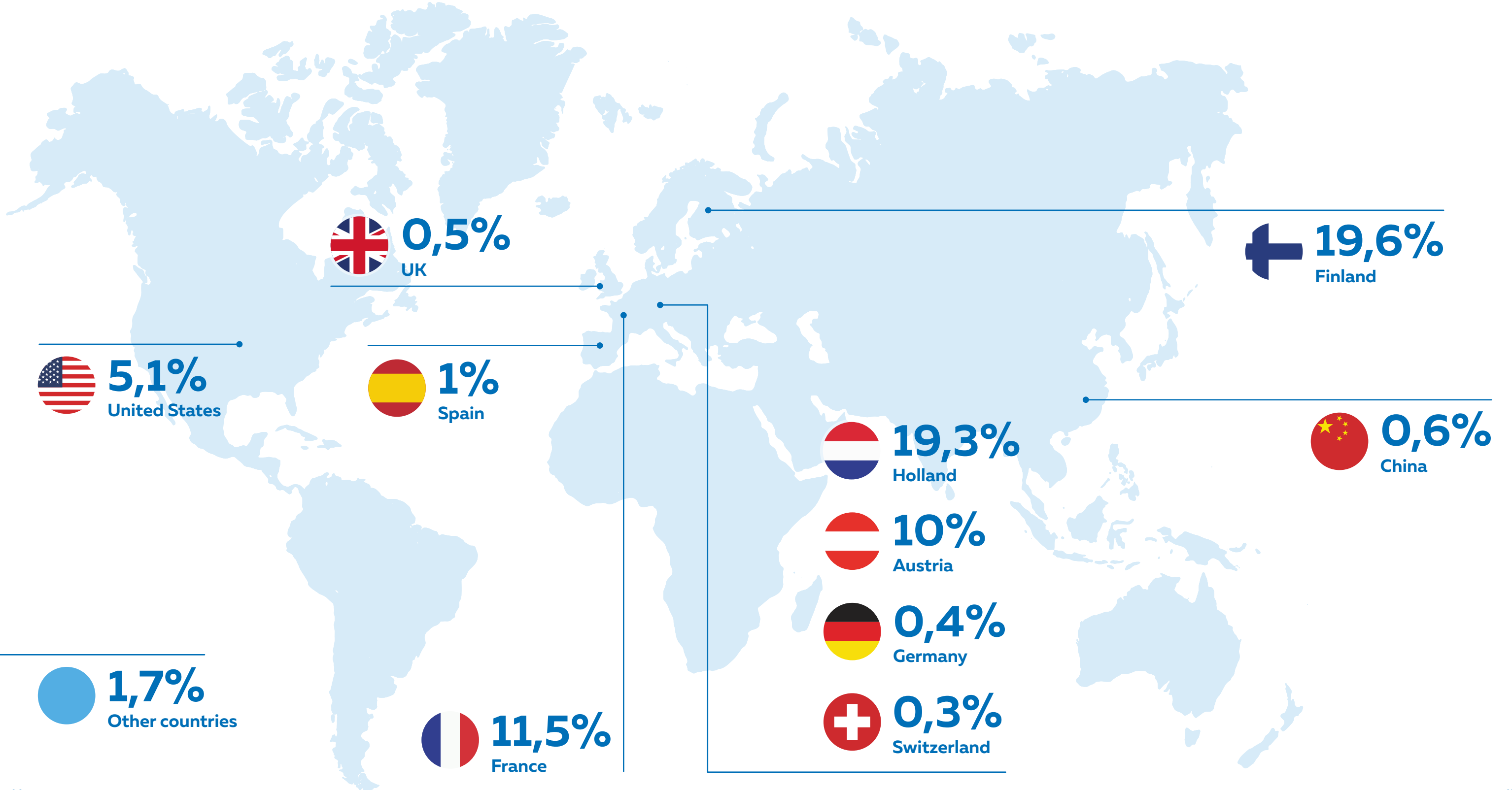
PERCENTAGE OF UNIQUE VISITS BY BUYER'S GEOGRAPHICAL ORIGIN

VISITS %

37 COUNTRIES

The online edition was visited by 37 different countries (including Italy).

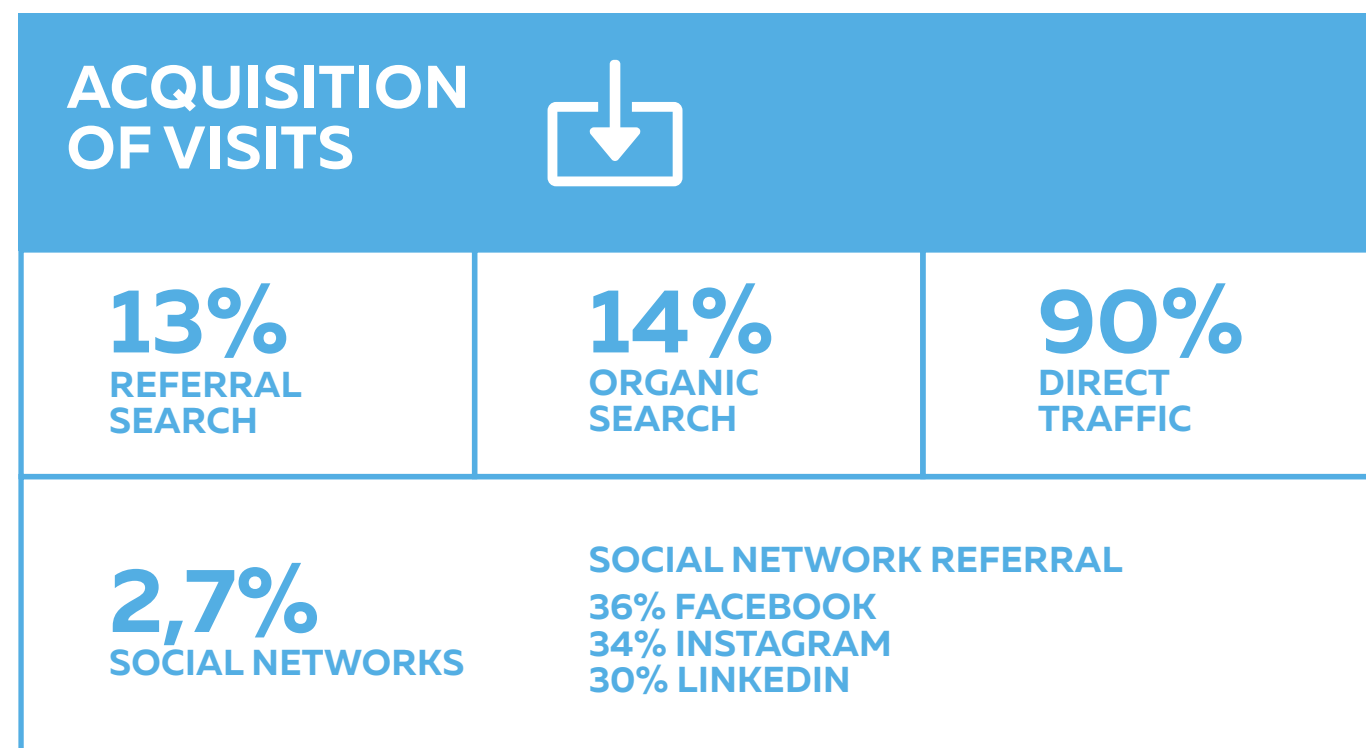
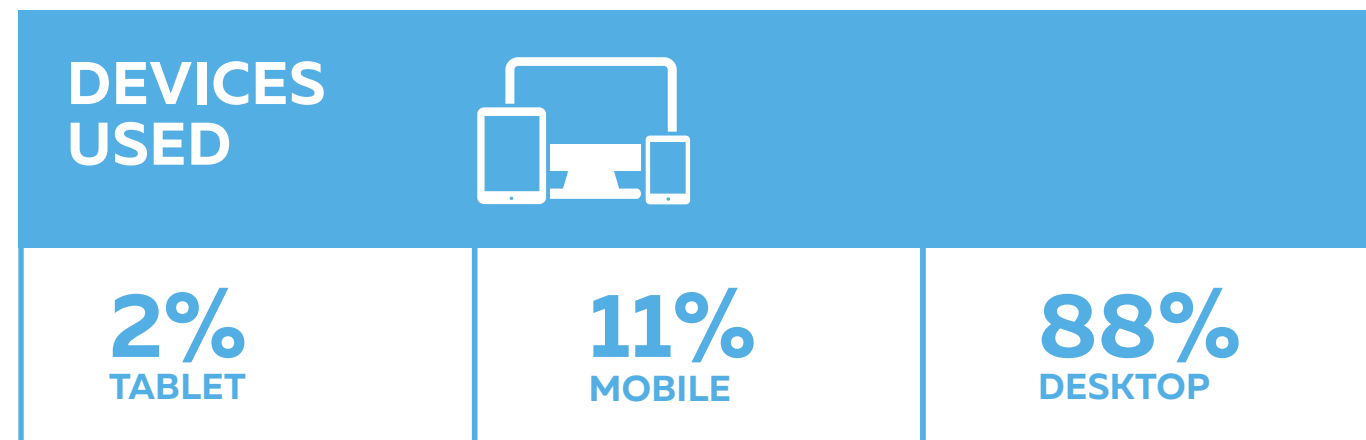
70% FOREIGN BUYERS



BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

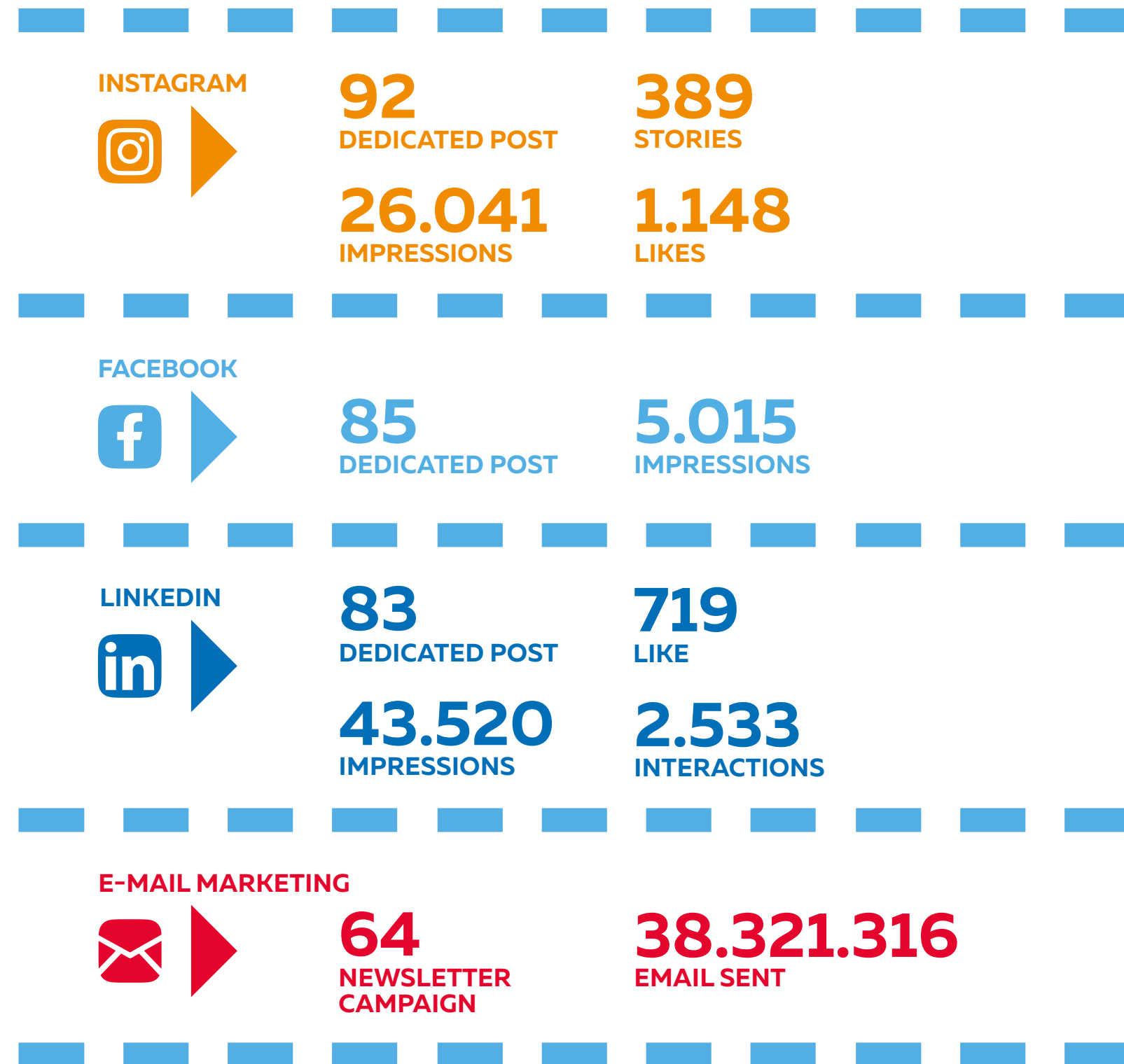
Considering buyers online behaviour, some important data on company page views emerges. For each visit a buyer typically opened an average of **4 company profiles**, spending around 2 minutes 54 seconds (the highest peaks went over 20 profiles for over 3 hours).

The online behaviour of buyers was also characterised by **216 messages** and **655 direct visits** to the websites and social profiles of the companies present.

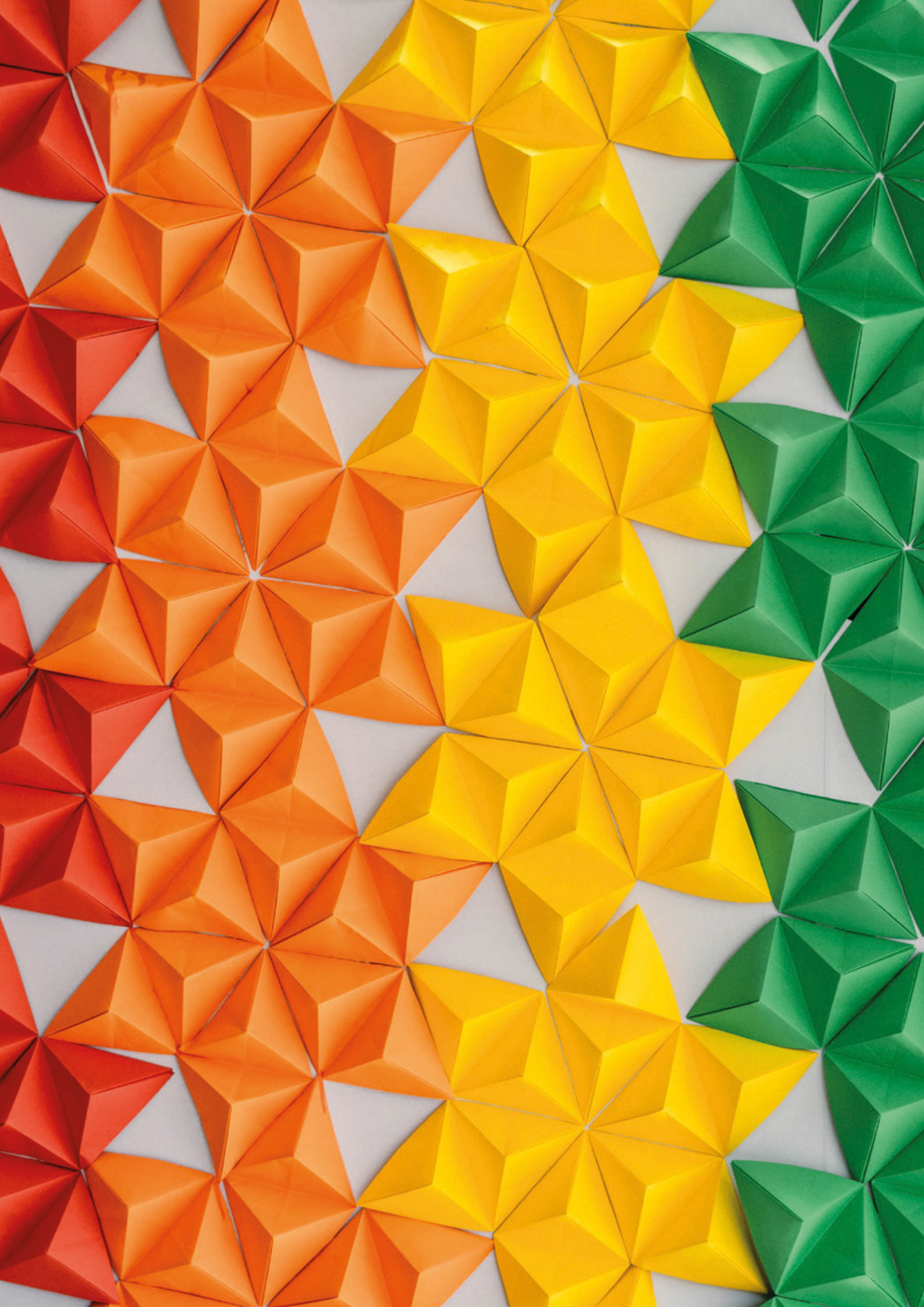


SOCIAL NUMBERS & STRATEGY

Toys Milano, Bay-B and **Toys Milano PLUS** has opted to use social network as a marketing tool, in particular Instagram, facebook and LinkedIn and of course Email Marketing to promote the two events.



Data collected during the event promotion weeks



GET INSPIRED



THIS TOYS MILANO PLUS SECTION IS FOCUSED ON IN-DEPTH STUDY AND SPECIAL CONTENT. JUST AS AT TOYS MILANO, THE WORKSHOPS PROVIDED VISITORS WITH INDUSTRY-RELATED ANALYSES. "GET INSPIRED" WAS CREATED TO ALLOW BUYERS VISITING THE SITE, TO GET SUGGESTIONS AND INSPIRATION FOR THEIR BUSINESS TO BE CONSULTED WITHOUT HASTE AND WITH MORE TIME AVAILABLE.

Nine exceptional partners participated in the preparation and dissemination of the content: Barbie®, Flowtech, GfK, NPD Group, Sfera MediaGroup, TG TuttoGiocattoli (Toys Awards) and XChannel.

BARBIE®

Barbie® and neuroscientists from Cardiff University have collaborated on a multi-year study that for the first time uses neuroimaging as evidence to analyze the benefits of playing with dolls.

Contents:

The benefits of doll play according to neuroscience

FLOWTECH

Flowtech is an Artificial Intelligence technology inspired by the human brain, capable of understanding natural language in a deep way by analysing the content and emotions expressed by a target audience through any channel: voice, mail, chat, reviews, surveys, virtual assistant, social, news and other content and customer touch-points.

Contents:

How Artificial Intelligence manages to reveal the target audience's real needs.

GfK

GfK combines a unique, always accessible, AI-based intelligence platform with advanced consulting services for all consumer product sectors globally.

Contents:

Early childhood market data

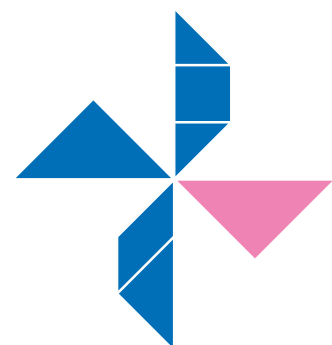
NPD GROUP: "DATA AND SOLUTIONS FOR BETTER BUSINESS DECISIONS"

For more than 50 years, the **NPD Group** has provided unmatched insights in many industries to give our partners a business advantage. We combine consumer and retail point-of-sale data with analytic solutions to interpret today's market trends and anticipate tomorrow's—so you can get the right products in the right places for the right people.

NPD was the first to bring sales tracking – and game-changing insight – to many industries. We continue to innovate with advanced modeling and analytic services that identify sales and market share drivers. And we are introducing new research methodologies to better understand evolving consumer tastes and retail dynamics.

Contents:

The trends that will characterize the Italian toy market



SFERA MEDIAGROUP

Sfera is the most important Family Data Company in Southern Europe with presence in Italy, Spain, France and Portugal.

A 360° communication system, direct and exclusive, allows new mothers to be registered every year in the proprietary database with a 73% coverage of primiparae. In addition, a team of experts through Marketing Intelligence activities help companies understand the habits and preferences of Italian families and provide ideas to effectively contact the target audience.

Contents:

Online? Offline? How today's mums buy

TG TUTTOGIOCATTOLI: "TOYS AWARDS 2022"

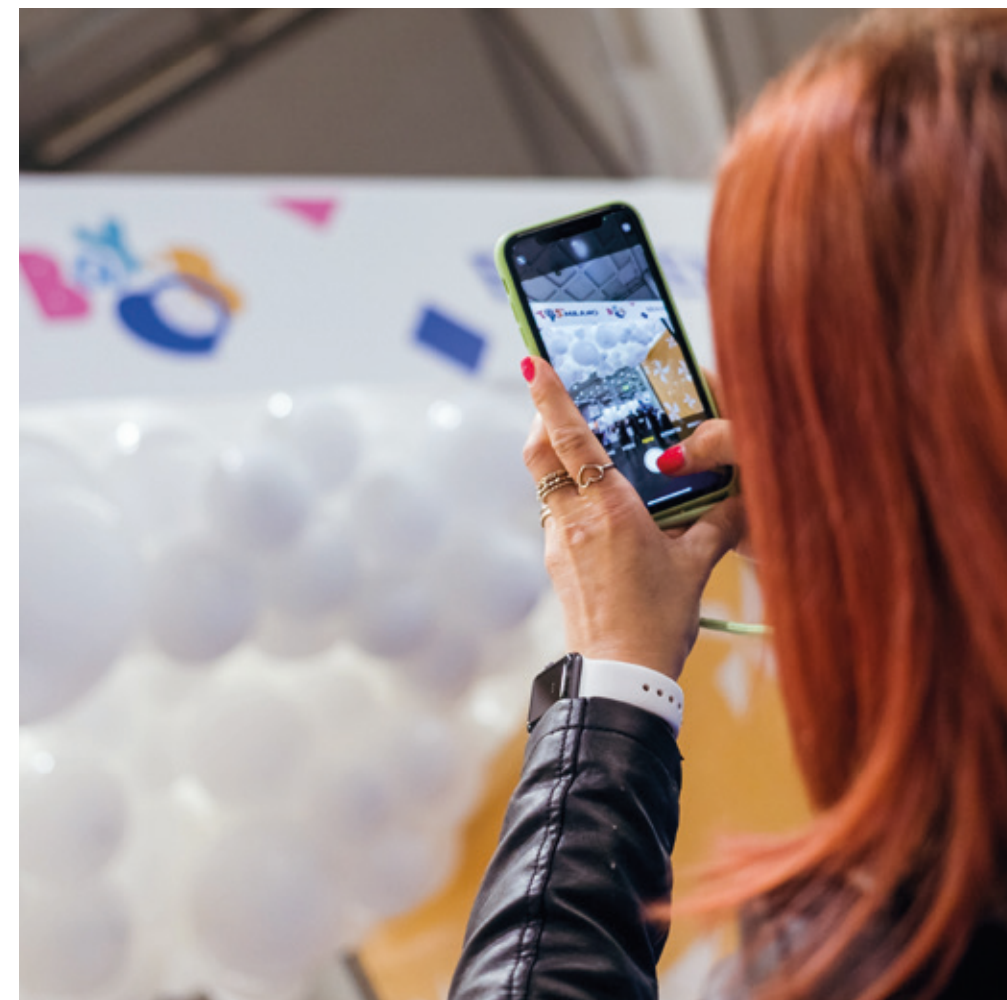
The B2B magazine **TG TuttoGiocattoli** by Edizioni Turbo, in partnership with Toys Milano and Assogiocattoli, presented the fifth edition of the TOYS AWARDS. This initiative recognised the commitment of companies in the toy sector which stood out in toy design and implementation of marketing, communication and product activities during 2021.

XCHANNEL

XChannel is the first company in Italy specialized in cross-channel marketing and communication strategies. Behind the cross-channel strategies proposed by XChannel, there is a quantum-qualitative and distinctive method: the quantitative analysis of market trends and the performance of campaigns is in fact supported by the use of humanistic and qualitative disciplines such as semiotics and anthropology, to understand the target and refine the message of communication.

Contents:

Case Study, Webinar: Discovering new tool



OUTRO: GREAT SUCCESS FOR TOYS MILANO & BAY-B

(PRESS RELEASE)

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.

172 brands present, equal to 137 direct companies (78% Italian) with over 350 brands represented. An exponential growth for an appointment that since 2016 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.



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.

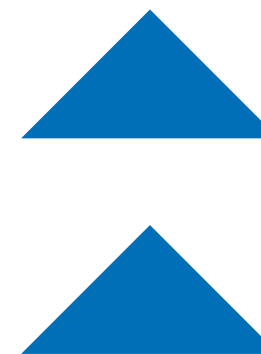
Finally, Toys Milano & Bay-B was also an opportunity to involve all participants in a charity initiative in support of Ukraine refugees: "DONATE WITH TOYS MILANO & BAY-B". Thanks to the support of Fondazione Fiera Milano and Fondazione Progetto Arca - that already "loaded and shipped" 16 trucks of essential 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.

Toys Milano PLUS: the digital edition

Those who were unable to attend in person for reasons of time, geography or work were able to count on the full-digital edition.

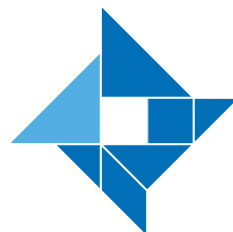
The Toysmilano.plus platform for the 3rd year in a row (active for a fortnight from 17 to 31 May) offered a further opportunity: full of special content, videos, presentations, interviews and insights of all kinds from the live event.

Here, too, there were definitely positive figures: 2,034 visitors, 10,421 page views and buyers from 37 countries (of which 70% foreign).



BRANDS

Partecipating Companies



[Albri](#)
[Amagioconaturalmente](#)
[Anteprima Brands International - Nuvita](#)
[Artesania Cerdá](#)
[AZ Distribution](#)
[Aziamor](#)
[Baby Love 2000](#)
[Beberoyal - Grandi negozi per piccoli bimbi](#)
[Biemme - Bcs](#)
[Bigjigs Toys](#)
[Binney & Smith Europe - Crayola - Nattou - TY](#)
[Borella L'Orsomago](#)
[Borgonovo U.](#)
[Buzz Italia](#)
[Cam Il Mondo del Bambino](#)
[Cangaroo](#)
[Carioca](#)
[Carnaval Queen](#)
[Carrera - Revell](#)
[Cayro](#)
[Chicco](#)
[Claudio Reig](#)
[Clearco](#)
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[Dulcop](#)
[DV Games + Ghenos Games](#)
[Dynit](#)
[Eol Distribuzione](#)
[Epoch di Fantasia](#)
[Faba](#)
[Flash Trading Group](#)
[Flying Dreams](#)
[Foppapedretti](#)
[Fulgosi](#)
[Funlab](#)
[Geomag](#)
[Giav - Giaquinto](#)
[Giochi Uniti](#)
[Goliath](#)
[Graco - Joie - Nuna](#)
[Halto A G - Mast Swiss Design - Uppababy + Nomi](#)
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[Inglesina](#)
[InnoGIO](#)
[Intertek](#)
[Italtrike](#)
[Joy Toy](#)
[Juratoys](#)
[Kikka Boo](#)
[Kinibà](#)
[Klamasté](#)
[La Pingvin](#)
[Lm Cards](#)
[Ludattica](#)
[Lunii](#)
[Magic Box Toy Italia](#)
[Magic](#)
[Mandelli](#)
[Marina & Pau](#)
[Martinelia](#)
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[Miniland](#)
[Modelli Ugears](#)
[Moi Mili](#)
[Mondo](#)
[Moulin Roty](#)
[Ms Edizioni](#)
[Muñecas Arias](#)
[Newray](#)
[Nice](#)
[Nines D'Onil](#)
[Nuby](#)
[Nuyi](#)
[ODG](#)
[ODS Toys](#)
[Officine Fa](#)
[Ok Baby](#)
[Oliphante](#)
[Onli](#)
[Orchard Toys](#)
[Peg Perego](#)

[Petit Jour Paris](#)
[Picci](#)
[Play Mobil Italia](#)
[Proludis Giocattoli](#)
[PTS](#)
[Quercetti](#)
[Ravensburger](#)
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[Spin Master](#)
[Tata](#)
[Tatanatura](#)
[Team Tex Group](#)
[TG TUTTOGIOCATTOI](#)
[The NPD Group](#)
[Tippy by Digicom](#)
[Top Quality](#)
[Toynamics Italy](#)
[Toys Garden](#)
[Toys Milano - Assogiocattoli](#)
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