

PRESHOW NOËL

Jouets & Jeux / Toys & Games

Deauville

17 - 21 Nov. 2025

Hôtel Barrière Le Royal, Villa Le Cercle & C.I.D.



PRESHOW Noël 2025 continues to attract more buyers

Buyer registrations for PRESHOW Noël in Deauville are in full swing, already showing an **8% increase compared to the same period last year**.

This momentum confirms the event's role as a must-attend gathering for the toy, game, and licensing sectors.

The 2025 edition, taking place **17–21 November 2025 in Deauville**, stands out with a stronger international presence, the expansion of the **FANZONE**, and the arrival of many new retailers.

All the major retailers are already registered!

PRESHOW Noël 2025 brings together the full spectrum of toy and game distribution players: from specialists to mass retail, e-commerce and discount stores, offering a complete overview of the market.

- **Toy & game specialists:** Bonhomme de Bois, JouéClub, King Jouet, La Grande Récré, Oxybul, Smyths Toys...
- **Mass retail:** Auchan, Carrefour, Coopérative U, E.Leclerc, Intermarché, Monoprix...
- **E-commerce & marketplaces:** Bebeboutik, Cdiscount.com, Smallable, Veepee...
- **Discount:** B&M, Flash Jouet, Gifi, Maxi Bazar, Noz, Stockomani...
- **Babycare, kids & fashion:** Aubert, Doudou Malin, Kiabi, Orchestra, Vertbaudet...
- **Department stores & home:** Nature & Découvertes, Le Bon Marché, L'Homme Moderne, Mr Bricolage, Lagardère Travel Retail...
- **Leisure, culture & creative hobbies:** Arteum, Cultura, Fnac-Darty, Furet du Nord, Futuroscope, Maisons de la Presse...

Strong international reach

With **21% of registered buyers coming from abroad**, PRESHOW Noël is increasingly attracting international players.

Key retailers attending this year include:

- **Italy:** Rocco Giocattoli, Prenatal
- **Belgium:** Toychamp, Dreamland, Bem's, Colruyt
- **Switzerland:** Carletto, Swissgames
- **Germany:** Hutter Trade
- **Luxembourg:** Distri-Cosy
- **United Kingdom:** Smyths Toys Superstores, TK Maxx

This growing international scope confirms the show's influence well beyond French borders.

FANZONE: excitement across all channels

Licensed products aimed at kidults, collectors and fans are experiencing unprecedented momentum. This category attracts not only pop culture specialists, but also traditional toy retailers, e-commerce platforms, mass retail and leisure players.

Evidence of this appeal: **12% of registered buyers** are directly interested in the FANZONE offer.

Retailers registered so far include:

- **Pop culture specialists:** Allgeeks, Geek Factory, Micromania, Mangarake Caen, Shop for Geek, Innelec, Imaginaire, Sakami, Bem's
- **Toy retailers:** King Jouet, JouéClub, WDK Jouets Sajou, Dreamland Belgium
- **Mass retail, wholesalers & e-commerce:** Monoprix, Coopérative U, Leclerc, Noz, Showroomprivé, ET Groupe, Bamapro
- **Leisure & entertainment:** Parc du Futuroscope, Starfix Museum

New retailers light up PRESHOW Noël 2025

Another highlight of this edition: **26% of registered buyers will be attending the event for the first time.**

This growth reflects the show's expansion to new profiles and markets.

- **France:** Allgeeks (pop culture department store), Approstok (discount), Ravate (DIY/home/tech – La Réunion)
- **Belgium:** Ampnet (press distribution), DDK Toys SRL (toys), Elliebillie (e-commerce)
- **Europe:** ET Groupe (Denmark), Ludilo / Blue Rocket Toys (Spain), Amo Toys Scandinavia (Finland), Cactus Resuma (Luxembourg), Bol.com BV (Netherlands)
- **International (outside Europe):** High Trend Sarl (Morocco), Kidz Palace (Senegal), Imaginaire (Canada)

A truly unmissable event

With rising registrations, stronger international participation, the expansion of the FANZONE, and the arrival of many new retailers, **PRESHOW Noël Toys & Games 2025 confirms its status as a strategic hub for the toy, game, pop culture and entertainment industries.**

PRESHOW Noël Toys & Games 2025

- **17–21 November 2025**
- Exhibition venues: CID, Hôtel Barrière Le Royal, Villa Le Cercle, Pavillon des Bains – Deauville
- 140 exhibitors in private showrooms
- 16 product categories presenting Christmas 2026 collections
- FANZONE by Preshow: dedicated to licensed products, kidult, fan & collector ranges
- New in 2025: Pavillon des Bains will host French manufacturers who are members of ACFJF
- 400 buyers expected, including 21% international

Contacts :

Exhibitors contact: Fabienne TAYLOR – Exhibition Director
fabienne.taylor@infopro-digital.com | +33 (0)6 99 87 52 69

Buyers contact: Omar BADIO – Buyers Manager
alpha-omar.badio@infopro-digital.com | +33 (0)1 89 71 90 06

Press contact: Dehlia MICHELET – Marketing & Communication Manager
dehlia.michelet@infopro-digital.com | +33 (0)7 64 46 68 17

www.preshow-noel.fr