



All begins in Deauville !

The PRESHOW Noël is getting ready to welcome the toy, game, pop culture and licensing ecosystem

PRESHOW Noël Toys & Games and the **FAN ZONE by Preshow** will once again bring to Deauville more than **400 French and international buyers** keen to preview, ahead of the market, the collections and trends that will shape **Christmas 2026**. In a fully privatized setting, over **140 exhibitors** – manufacturers, licensing brands and entertainment players – will host retailers in dedicated, closed-door showrooms, following the confidential appointment-based format that has made the Preshow so distinctive.

2025 edition: expanding the visitor profile

This edition is marked by a **renewal of the buyer base**:

- **26% of registered buyers** will attend for the first time, confirming the strong appeal of the format and its ability to attract new channels.
- **20% of visitors are international**, with a strong representation from Belgium, Italy, Switzerland, Germany, Luxembourg, the United Kingdom, as well as Portugal, the Nordics, Canada and North Africa.

All major retail channels will be in attendance:

- Toy & game specialists (JouéClub, King Jouet, La Grande Récré, Oxybul, Smyths Toys, WDK...)
- Food department stores retail (Auchan, Carrefour, E.Leclerc, U Enseigne, Intermarché, Migros, Monoprix...)
- e-commerce & marketplaces (Cdiscount, Veepee, Smallable, Bebeboutik...)
- discount retail (B&M, Gifi, Noz, Maxi Bazar, Stockomani...)
- baby / kids / fashion (Aubert, Orchestra, Vertbaudet, Kiabi...)
- department stores, travel retail, culture & leisure (Nature & Découvertes, Lagardère Travel Retail, Fnac-Darty, Cultura, Futuroscope, RMN...)

2025 focus: a dedicated area for French-made toys

A key new feature this year is the spotlight on **French know-how**, with an area fully dedicated to members of the **ACFJF (Association des Créateurs-Fabricants de Jouets Français)** regrouping twenty exhibitors positioned on made-in-France products. Located in the newly built **Pavillon des Bains** near the CID, this space will highlight creativity, local manufacturing and responsible approaches, fully in line with current market expectations.

FAN ZONE by Preshow: the hub for Kidult, Fan & Collector ranges

In response to the continued growth of the **kidult, fan, collector and licensed** categories, the FAN ZONE by Preshow will once again be held on the **7th floor of the Hôtel Barrière Le Royal**, grouping together the key players in this segment: **Funko, The Noble Collection, Red Robin Design, Fame Bros, Yu Me Toys, WTT, Paladone, Blokees, Good Smile Company, FIZZ Creations, BMD Distribution...**

This set-up makes the sourcing journey easier for specialised buyers and gives them an immediate view of the strongest trends in a rapidly expanding market. Several exhibitors in the main Preshow area will also present dedicated ranges for these audiences.

Leading entertainment and licensing companies confirmed

PRESHOW Noël 2025 further strengthens its position as a trend-setting event by bringing together the main rights holders: **The Walt Disney Company, Hari International, Hasbro France, MTV Networks, Netflix France, France TV, Universal Studios, Warner Bros. Entertainment, Rainbow...** Retailers will be able to anticipate upcoming key licences and integrate them into their 2026 year-end selections.

A proven, business-driven format

PRESHOW Noël Toys & Games stands out through its **private, appointment-based format** in premium showrooms, offering an ideal environment for negotiations. Exhibitors use it to unveil – ahead of the traditional fair calendar – their **Christmas 2026** collections, product innovations and licensing strategies, in a confidential setting that is highly appreciated by buyers.

Two expert sessions to decode the market

The event will also feature two content highlights for professionals:

1. **“Toy and Game Specialists: Market Overview and Growth Drivers”**
 - Presented by **Circana** and **FCJPE**
 - Market outlook and identification of development levers
 - **Exhibitors only**
 - **Monday 17 November – 7:00 p.m. – CID – Level -2 – Lexington Room**

2. “Women in Toys: Key Figures to Understand Tomorrow’s Consumers”

- Exclusive presentation of the **2026 Consumer Trends** study
- Analysis of purchasing behaviours among children, teens and young adults: gender stereotypes, the rise of the kidult phenomenon, pocket money, Christmas shopping patterns, etc.
- **Open to all attendees**
- **Tuesday 18 November – 6:30 p.m. to 7:00 p.m. – Hôtel Barrière Le Royal – Etrier Room**

A convivial framework that serves business

True to its DNA, PRESHOW Noël offers a setting that encourages informal exchanges:

- **Complimentary gourmet breaks** throughout the day,
- **Business lunches** in the prestigious **Deauville Casino**,
- **Networking evenings**: an opening night in partnership with **The Walt Disney Company** at **Les Franciscaines**, an **invitation-only Netflix evening**, and an **ACFJF Happy Hour** on Wednesday from 6:00 p.m. at the Pavillon des Bains.

About PRESHOW Noël Toys & Games

Held in Deauville, PRESHOW Noël is the confidential B2B meeting point for the toy, game, entertainment and licensing industry. Every year it brings together the leading brands, all major French retail groups and a growing international audience seeking new products, partnerships and forward visibility on year-end trends.

PRESHOW Noël Toys & Games & FANZONE by Preshow



November 17–21, 2025



4 exhibition venues in Deauville:

- CID
- Hôtel Barrière Le Royal
- Villa Le Cercle
- Pavillon des Bains

Key figures:

- 140 exhibitors in private showrooms
- 16 product categories presenting Christmas 2026 collections
- FANZONE by Preshow: licensed, kidult, fan, and collector products – 7th floor, Hôtel Barrière Le Royal
- **New in 2025:** The Pavillon des Bains hosts French manufacturers, members of ACFJF
- 400 expected buyers
- 20% international buyers
- 26% new buyers



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