



## PRESHOW NOËL 2025: AN EDITION SHAPED BY A DYNAMIC MARKET

### Preshow Noël 2025: An edition driven by new spaces and key highlights

The 22nd edition of Preshow Noël, held from 17 to 21 November across the venues of Hôtel Barrière Le Royal, the Deauville International Centre (CID), Villa Le Cercle and the Pavillon des Bains, once again confirmed its essential role in the calendars of French and international toy and game professionals.

Bringing together 100% of French retail buyers in a setting that was both friendly and business-focused, the show again demonstrated the strength of its format: a premium environment, high-quality meetings and a deep dive into the 2026 end-of-year collections.

### A market in motion and an edition focused on innovation

"Preshow Deauville opened on positive market figures. There has been a strong wave of innovation this year, partly to address the increasingly early age at which children move away from traditional play. Licensed products and the kidult phenomenon are taking on an ever more significant role in the collections presented," says Fabienne Taylor, Show Director.

### Two standout new features: a pavilion dedicated to French craftsmanship and an immersive evening with Netflix

#### The ACFJF Pavilion – 100% French

For the first time, Preshow Noël hosted the ACFJF (Association of French Toy Creators and Manufacturers) in a space entirely dedicated to French creativity and production.

This pavilion, a true incubator for the sector, enabled 22 exhibitors to showcase committed and responsible products.

"The Pavillon des Bains is, in this first year, becoming a valuable springboard for young French brands – a 'nursery' space where they can meet retailers, gain visibility and spread their wings. We are particularly proud to support them and to contribute to this positive momentum," adds Fabienne Taylor.

## A special evening in partnership with Netflix

Another highlight of the week was an exclusive Netflix evening – a first for a professional industry event in France. In an immersive setting, guests enjoyed a unique networking moment, underlining the growing importance of licences, pop culture and cross-universe storytelling in the toy sector.

## A warm and unifying opening evening

The 2025 edition was launched at Les Franciscaines in partnership with The Walt Disney Company France. The event brought together exhibitors, buyers and partners in a festive, welcoming atmosphere, setting the tone for a week defined by sharing and high-level professional connections.

## Key Figures - 2025 Edition

- 138 showrooms across Le Royal, the CID, Villa Le Cercle and the Pavillon des Bains, hosting French and international suppliers from 17 countries, presenting their 2026 Christmas ranges.
- 145 retail chains, a record and a 7% increase compared with 2024, including both French and international buyers from 15 countries.
- Representation from all distribution channels: specialists, multi-specialists, e-commerce, supermarkets...
- Confirmed loyalty from major retailers: Auchan, Carrefour, Cultura, Monoprix, Smyths Toys, King Jouet, La Grande Récré, JouéClub, Fnac Darty, Le Bon Marché...
- Arrival of new retail chains such as Bol.com, AllGeeks, Cactus, Imaginaire, Micromania... attending to discover the showroom experience and the confidentiality of the format.

With its private showroom meetings, tailored organisation and premium environment, Preshow Noël strengthens its strategic role for decision-makers – specialist retailers, generalist chains, e-commerce and the growing kidult segment.

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## See you in 2026!

The Preshow Noël team is already preparing the next edition, which will take place from 16 to 20 November 2026 in Deauville.

With the continued ambition to offer a warm, confidential and ever more efficient environment, the show will carry on evolving to support a market undergoing rapid transformation.

**PRESHOW NOËL JOUETS & JEUX**

C.I.D. - Hôtel Barrière Le Royal - Villa Le Cercle - Pavillon des Bains

**16 - 20 November 2026**

Contacts :

You are a supplier : Fabienne Taylor - Exhibition Director  
[fabienne.taylor@infopro-digital.com](mailto:fabienne.taylor@infopro-digital.com) | +33 (0)6 99 87 52 69

You are a buyer Preshow Noël Toys & Games / FAN ZONE by Preshow :  
Service Visiteurs/Acheteurs : [info@email.preshow-noel.fr](mailto:info@email.preshow-noel.fr)

Press contact : Carine Cantagrel - Marketing & Communication Director  
[carine.cantagrel@infopro-digital.com](mailto:carine.cantagrel@infopro-digital.com) | +33 (0)7 62 45 53 21

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