



Deauville Preshow 2026 Enhances the Experience for Exhibitors and Buyers

From 16 to 20 November 2026, Deauville will host a new edition of Deauville Preshow, the must-attend B2B event where the 2027 year-end Toys & Games collections take shape. With registrations already well underway, the 2026 edition confirms its attractiveness with more than 130 exhibitors already registered and over 400 buyers expected.

For five days, **100% of the French retail market** will be present and not only. **Major international retail chains** will gather in Deauville to discover new products in preview, meet suppliers and **build their 2027 Christmas collections**. A key event in the industry's professional calendar, Deauville Preshow brings together the leading players in the sector in a format designed to encourage business meetings and pre-scheduled appointments.

International retailers already registered: Amo toys, Asmodee Belgium, Bol, DreamLand, E.leclerc Espagne, Jouets Broze, Fox & cie, K.I.D Toys, Oliwood toys, Proludis Giocattoli, Sombo, Swiss Games, TK MAXX / TJX Europe, etc.

Nearly 65 Kidult & Pop Culture specialist buyers already registered, reflecting the strong growth of this expanding segment

Each year, the show reinforces its role as a strategic business hub by welcoming leading retailers and specialist buyers, demonstrating that the Kidult segment has now become a priority across all distribution channels.

Kidult retailers already registered: Auchan Retail, Cdiscount, Carrefour, Fnac Darty, Furet du Nord, Geek Factory, King Jouet, Jouéclub, Micromania, Migros, Printemps, Smyths Toys, Veepee, etc.

A 2026 edition focused on performance

To further enhance the quality of business meetings, Deauville Preshow is evolving its format with **a new appointment scheduling platform**. More intuitive and more efficient, it makes agenda management easier, increases opportunities for meetings between buyers and exhibitors, and comes with enhanced support from the organizing teams to optimize each participant's preparation.

This evolution reflects a clear ambition: to enable every professional to make the most of their time at the event and to develop even more business opportunities.

A strong momentum already underway

Several months before the opening of the show, the first indicators confirm the confidence of market players:

- **More than 130 exhibitors** have already registered, including: Asmodee, Bioviva Editions, Blackrock Games, Canal Toys, Funko, Jazwares, Janod, Kaloo, Kapla, La Petite Épicerie, Schleich, etc.
- **Nearly 250 buyers registered**, representing 93 retail groups;
- **65 buyers specializing in Kidult & Pop Culture**, reflecting the growing importance of this strategic segment.

These figures highlight the position Deauville Preshow now holds as the leading event for exchanges between manufacturers, distributors, and French and international retailers.

French know-how once again in the spotlight with ACFJF

This year, the event once again welcomes ACFJF – the Association of French Toy Creators and Manufacturers. The association brings together companies that design and/or manufacture their toys in France, committed to promoting local, responsible, and innovative expertise.

A dedicated space will showcase the excellence of French toy-making at the heart of Deauville Preshow.

Opening up to new distribution channels

The 2026 edition also marks the arrival of new visitor profiles, with the participation for the first time of independent retailers, concept stores, independent boutiques, and pop-up stores, all looking to discover new brands and expand their product offerings.

This evolution reflects the ongoing transformation of the market and opens up new business opportunities for exhibitors by further broadening the range of distribution channels represented at Deauville Preshow.

Key figures

- **More than 130 exhibitors** in private showrooms
- **16 product categories** to showcase Christmas 2027 collections
- **FANZONE by Preshow**: bringing together licensed products, kidult, fan, and collector offerings
- **Le Pavillon des Bains** hosts French manufacturers who are members of ACFJF
- **400 buyers expected, including 21% international attendees**

Practical information

 December 16–20, 2026

 Hôtel Barrière Le Royal, CID, Villa Le Cercle et Pavillon des Bains - Deauville, France

 [Deauville Preshow](#)

 More information and registration: www.preshow-noel.fr

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