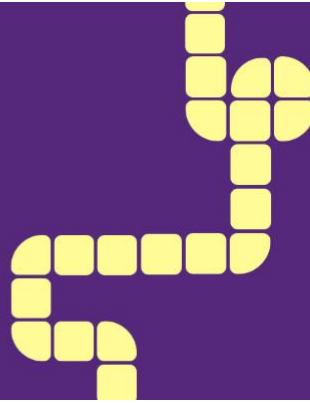




Deauville Preshow 2026: Strong Turnout from French and International Buyers

November 16–20, 2026 – Deauville

Just a few weeks ahead of its opening, Deauville Preshow is reaffirming its appeal to French and international retailers. More than 420 buyers are expected to meet with over 130 exhibitors and prepare their Christmas 2027 product selections.

Over five days, pre-arranged, targeted meetings held in private showrooms give suppliers the opportunity to engage directly with retail decision-makers in an exclusive setting.

“The strength of Deauville Preshow lies in the quality of the buyers it brings together and the direct access it provides to decision-makers across the French and international retail markets. We create the right conditions for every meeting to open up new business opportunities,” says Fabienne Taylor, Show Director.

International buyers and new business opportunities

Alongside the leading players in French retail, nearly 80 international buyers have already registered, representing retailers and companies including Bol, DreamLand, E.Leclerc Spain, Jouets Broze, Fox & Cie, Sombo, Swiss Games and TK Maxx / TJX Europe.

The 2026 edition also welcomes 27 new retail companies, including 19 French and 8 international players. From specialist retailers and general merchandise retailers to independent stores and concept stores, this diversity offers exhibitors new opportunities to secure listings in France and internationally.

102 buyers registered in the Kidult & Pop Culture segment

The Fanzone supports the growth of licensed products across gaming, manga and collectibles. With 102 Kidult buyers registered, including retailers such as Geek Factory, KingDultes, Micromania and Smyths Toys, it provides a dedicated space to showcase new products and meet distributors in these fast-growing categories.

Key events to foster further discussion and collaboration

The programme combines business meetings with opportunities to share expertise. Highlights include the conference “Playing Together,” hosted by Bruno Bokanowski, Head of the Toy Sector at Infopro Digital Group, featuring experts from Circana and executives from specialist retailers belonging to the FCJPE.

Other highlights include the opening cocktail reception in partnership with The Walt Disney Company France; the Women in Toys conference, “But Why Is It Trending?”, hosted by Cécile Albrieux, founder of Quantitude; an invitation-only Netflix evening; a games evening hosted by Asmodee; and a Happy Hour organised by the ACFJF, chaired by Alain Ingberg.

Deauville Preshow: Five days to prepare for Christmas 2027

Held across Hôtel Barrière Le Royal, the CID, Villa Le Cercle and Pavillon des Bains, Deauville Preshow brings manufacturers and buyers together around a shared goal: discovering new products and building tomorrow’s assortments. Everything starts in Deauville.

Key figures

- **More than 130 exhibitors** showcasing their collections in private showrooms
- **16 product categories** to present Christmas 2027 collections
- **More than 420 buyers expected, including over 80 international buyers**
- **19 new French retailers and 8 new international retailers**

Practical information

 November 16-20, 2026

 Hôtel Barrière Le Royal, CID, Villa Le Cercle and Pavillon des Bains - Deauville.

 [Deauville Preshow](#)

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

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An Infopro Digital event