

17–19  
SEPTEMBER  
2025



# Mir Detstva



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

Crocus Expo, Moscow, Russia

12+



120 MINISTRY OF INDUSTRY  
AND TRADE OF RUSSIA



Organised by

EXPOCENTRE

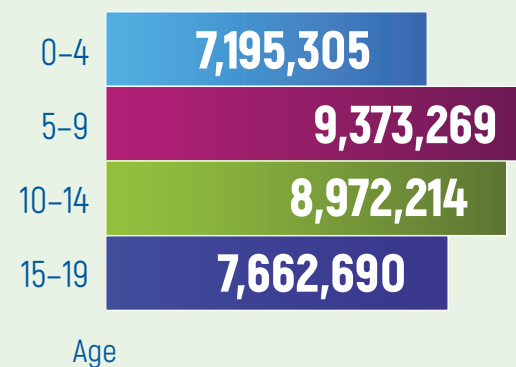


## The Russian children's industry

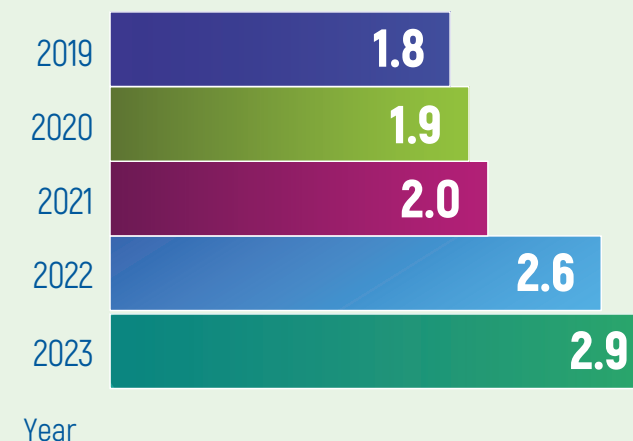
A promising niche: the Russian children's goods market is expected to increase **by 12% in 2025**

According to the Rosgosstrakh insurance company, most Russian families spend about RUB 50,000 (USD 500) on childcare a month.

Total number of children in Russia by age groups



Total sales in Russia, billion USD



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

 EXPOCENTRE



# Children's toy trends 2025: a look into the future

## INTERACTIVE WONDERS

**Toys that socialise:** robots and interactive dolls that can talk and respond to commands will become even more advanced. They will teach, entertain and even comfort children, becoming their first virtual friends.

**Augmented Reality:** AR toys will propel children into magical worlds where physical and virtual spaces merge, offering endless possibilities for playing and learning.

## ENVIRONMENTAL APPROACH

**Sustainable materials:** Toys made from recycled and biodegradable materials will be the standard. Parents will choose toys that are safe not only for their children, but also for the planet.

**Learning through nature:** nature-inspired toys will help children learn more about the world around them, instilling love and respect for the environment.

## RETURN OF THE CLASSICS

**New life for old characters:** classic toys such as stuffed bears and wooden trains will be given a modern update using new materials and technology, while retaining their nostalgic charm.

**Educational kits:** construction, science and maths kits will continue to evolve, becoming even more interactive and engaging to stimulate curiosity and creativity.

## EDUCATIONAL TOYS

**Play and learn:** toys that teach through play will continue to gain popularity. They help children develop critical thinking, problem solving, and learning through fun and creativity.

**Technology and coding:** toys that teach the basics of programming and robotics will prepare children for a future where these skills will be an integral part of life.

In a world that never stands still, children's toys are not just objects for play, but a mirror of the times. They reflect technological advances and cultural trends. In 2025, we expect to see daring innovations and the revival of classics that together will create a unique play landscape for children of all ages.



Mir  
Detstva



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

 EXPOCENTRE

# Trade show for professionals

- HIGH QUALITY OF VISITORS
- EFFECTIVE DIRECT COMMUNICATIONS AND SOLUTIONS TO SALES ISSUES
- INDUSTRY-SPECIFIC PROJECTS THAT ATTRACT ONLY TARGET AUDIENCES OF PROFESSIONALS
- OBTAINING UP-TO-DATE INFORMATION ON THE MARKET: THE BEST BRANDS, LATEST TRENDS AND NEW TECHNOLOGIES
- THE CONFERENCE PROGRAMME FOR PROFESSIONAL DEVELOPMENT
- THE PERFECT TIMING. SOLVING THE MOST IMPORTANT BUSINESS TASKS IN JUST THREE DAYS OF THE EXHIBITION
- THE BEST EXHIBITION HALLS WITH WELL-DEVELOPED INFRASTRUCTURE
- PROFESSIONAL APPROACH TO THE EVENT

**WATCH  
OUR REPORTS**



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru](http://www.mirdetstva-expo.ru)

**17–19  
SEPTEMBER  
2025**



 **EXPOCENTRE**

# Product sectors



**GOODS FOR NEWBORNS AND BABIES**



**GAMES, TOYS, HOBBY SUPPLIES**



**CREATIVITY AND DESIGN, STATIONERY**



**LICENSED GOODS FOR CHILDREN**



**LICENSORS/RIGHT HOLDERS,  
TRADE MARK AND BRAND OWNERS**



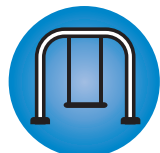
**SCHOOL SUPPLIES**



**SUPPLEMENTARY EDUCATION  
FOR CHILDREN**



**CHILDREN'S FURNITURE AND  
EQUIPMENT FOR PRE-SCHOOLS**



**SPORTS PRODUCTS AND  
MULTIFUNCTIONAL EQUIPMENT  
FOR PLAYGROUNDS**



**CHRISTMAS AND NEW YEAR SUPPLIES**



**Mir  
DetStVa**



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

**EXPOCENTRE**



# Visitors

## VISITORS BY THEIR INTEREST IN PRODUCT SECTORS\*, %



\*Multiple replies possible

- TOYS AND GAMES
- BOARD AND LEARNING GAMES, PUZZLES
- HOBBY SUPPLIES, MODEL KITS, CONSTRUCTION SETS
- DIY SUPPLIES, SCIENCE KITS
- STATIONERY, SCHOOL SUPPLIES, BACKPACKS
- NEW YEAR, CHRISTMAS AND PARTY SUPPLIES, BALLOONS, GIFTS
- BOOKS, BOOK PRODUCTS
- SPORTS GOODS, EQUIPMENT AND GOODS FOR CHILDREN'S PHYSICAL DEVELOPMENT
- BABY AND CHILD CARE PRODUCTS, PRODUCTS FOR NURSING MOTHERS
- EDUCATION: TEXTBOOKS, MANUALS, LEARNING AND EDUCATION TECHNOLOGY
- TEXTILE PRODUCTS FOR NEWBORNS
- PRAMS, STROLLERS, CHILD CARE SEATS
- ELECTRIC CARS, PEDAL KARTS
- FURNITURE FOR NEWBORNS
- LICENSORS/RIGHT HOLDERS, TRADE MARK AND BRAND OWNERS/LICENSED GOODS FOR CHILDREN
- OTHER
- FURNITURE AND EQUIPMENT FOR HOME AND EDUCATIONAL FACILITIES
- PROFESSIONAL ASSOCIATIONS (UNIONS, SOCIETIES, ETC.)



Mir  
DetStVa



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

EXPOCENTRE

# Visitors

VISITORS BY TYPE OF COMMERCIAL ACTIVITY, %



- PRODUCTION
- RETAIL OF GOODS FOR CHILDREN
- WHOLESALE
- STORE WITH DIVERSE RANGE OF GOODS/BRAND STORE
- E-COMMERCE/MAIL-ORDER BUSINESS
- OTHER
- RETAIL
- PRIVATE CUSTOMER
- DISTRIBUTION
- EDUCATIONAL SERVICES/PRIVATE AND PUBLIC KINDERGARTENS/MUNICIPAL INSTITUTIONS
- LOGISTICS/TRANSPORTATION/FINANCIAL SERVICES
- LICENSING/FRANCHISING

17-19  
SEPTEMBER  
2025



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

EXPOCENTRE



# Visitors

## VISITORS BY JOB TITLE/FUNCTION



Mir  
DetStVa



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

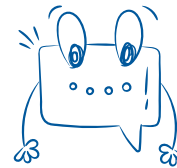
EXPOCENTRE



# Marketing opportunities



- Mailings to visitor and exhibitor databases
- Participation in the conference programme
  - Sponsorship opportunities
  - Logos on the brand web page
- News on the exhibition's website and social media



AND MUCH MORE



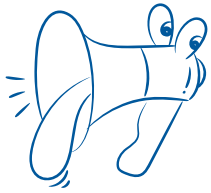
30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

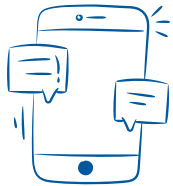
Mir  
DetStVa

EXPOCENTRE

# Advertising campaign of the exhibition

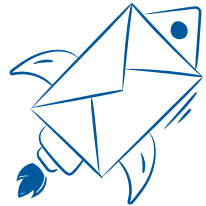


## Mass media



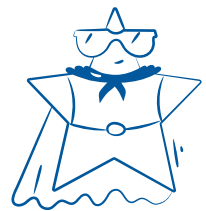
## Internet

Websites, portals, banners, contextual advertising, social media, blogs



## Direct marketing

Targeted mailing: electronic and postal mailings, telemarketing campaigns



## Promotional activities

Distribution of information about the event and invitations, distribution of promotional materials



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

Mir  
DetStVa

EXPOCENTRE



# Conference programme

## 40+ major events

The exhibition features large industry-related events from conferences and forums to master classes and presentations. Their participants include representatives of authorities, state and public organisations, top managers of major companies, and industry experts



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)



# Time-tested success

**1994**

The year of the first edition of the Mir Detstva exhibition. The next one took place two years later. The decision to hold the exhibition annually was made in 1996.

**1998**

RUEF – the Russian Union of Exhibitions and Fairs awarded Mir Detstva with its sign for the high professional level of management and significant contribution to the expansion of foreign economic relations.

**1999**

Mir Detstva became a winner of the Golden Bear national award for goods and services for children.

**2004**

Mir Detstva received the logo of approval of UFI – the Global Association of the Exhibition Industry.

**2016–2017**

According to the results of the Russian National Exhibition Rating 2016-2017, Mir Detstva was recognised as the best exhibition in Russia in the Goods for Children category.

**2020–2023**

The conference programme has been expanded. There are now more than 40 major events: conferences, master classes, training workshops, competitions, discussions, the Russian Trade Forum, the Purchasing Centre of Retail Chains™, and many others.

**2025**

**A new venue for the exhibition.**

**NOTE! Mir Detstva 2025 will take place at Crocus Expo.**

**17–19  
SEPTEMBER  
2025**

**BOOK A STAND 2025**



30<sup>th</sup> Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

 **EXPOCENTRE**



# Results of Mir Detstva 2024

**MIR DETSTVA IS THE LARGEST B2B EXHIBITION AND CONGRESS IN THE CHILDREN'S INDUSTRY IN RUSSIA, EASTERN EUROPE AND THE CIS, BRINGING TOGETHER PROFESSIONALS WHO PRODUCE AND PURCHASE QUALITY PRODUCTS**

**ACCORDING TO THE MAJORITY OF RUSSIAN AND FOREIGN EXHIBITORS, MIR DETSTVA IS THE MOST POPULAR PLATFORM FOR PRESENTATION OF NEW PRODUCTS AND FRUITFUL BUSINESS NETWORKING IN THE CHILDREN'S INDUSTRY**



**598**

EXHIBITORS

**from 6**

COUNTRIES

**14,000+**

SQ M OF FLOOR SPACE

**15,000+**

VISITS\*

**from 25**

COUNTRIES

**and 89**

REGIONS OF RUSSIA

\*The total number of visits to Mir Detstva 2024 and CJF – Child and Junior Fashion 2024. Autumn



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

**EXPOCENTRE**

# Testimonials



Tatiana Simonova, Director of the Product Department, Eksmo



Yury Arkhipov, Commercial Director, Red Cat and Miland



Tatiana Simonova, Head of the Trade Marketing Department, MOSAIKA



Svetlana Konoreva, General Director, Sweet Dreams



Artyom Rogachev, Head of Sales Department, TD Sima-land



Anastasia Levchenko, Executive Director, PAREMO



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)





# Contacts

**IRINA MOROZOVA**

**PROJECT HEAD**

**PHONE: +7 (499) 428-03-72**

**E-MAIL: MOROZOVA@EXPOCENTR.RU**

**IRINA VARFOLOMEEVA**

**LEAD MANAGER**

**PHONE: +7 (499) 428-03-82**

**E-MAIL: VARFOLOMEEVA@EXPOCENTR.RU**

**17-19  
SEPTEMBER  
2025**



## SEE YOU IN 2025!



30th Anniversary International Exhibition  
for the Children's Industry

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

 **EXPOCENTRE**