



Mir Detstva



28th International Exhibition
for the Children's Industry

26–29
SEPTEMBER
2023

EXPOCENTRE Fairgrounds, Moscow, Russia
www.mirdetstva-expo.ru/en



MINPROMTORG
RUSSIA



Supported by the Russian Ministry of Industry and Trade
Under auspices of the Russian Chamber of Commerce and Industry

EXPOCENTRE

BOOK A STAND



Advertising

12+

Mir Detstva

The largest B2B exhibition and congress event in the children's goods industry in Russia, Eastern Europe and the CIS, bringing together professionals who produce and purchase quality products

Product sectors



Games, toys,
hobby supplies,
models



Goods for
newborns and
babies



Creativity and
design, stationery



Supplementary
education for
children



School supplies



Christmas and
New Year supplies



Sports
products and
multifunctional
equipment for
playgrounds



Children's
furniture, furniture
and equipment for
pre-schools



Licensed goods
for children



Licensors/right
holders, trade
mark and brand
owners



Your marketing opportunities



Your news on the website
and social accounts of
the exhibition



Your logo on the brand
page



Speaking at the
presentation platform,
taking part in the event
programme



Direct mail to our visitor
and exhibitor database



Sponsorship



LEARN MORE





Visitor profile, %

Retail (chain/non-chain)

Wholesale (distribution/dealership)

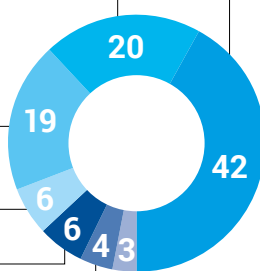
Manufacture

Other

Individuals intending to set up a business

Business services

Educational/training services/private and public kindergartens



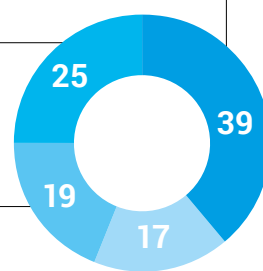
Purchasing power, %

Decision making

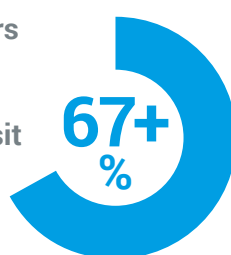
Influence decision-making

None

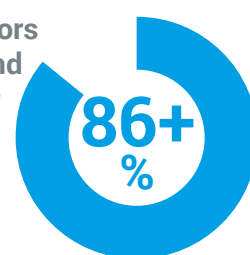
Recommendations



67%+ of the visitors intend to make purchases as a result to their visit



86%+ of the visitors would recommend the show to their peers



Statistics of 2022

Russian children's market

The Russian market for children's toys is considered to be one of the most promising.

1.37

million children will be born in Russia in 2022. The birth rate is expected to reach

1.38

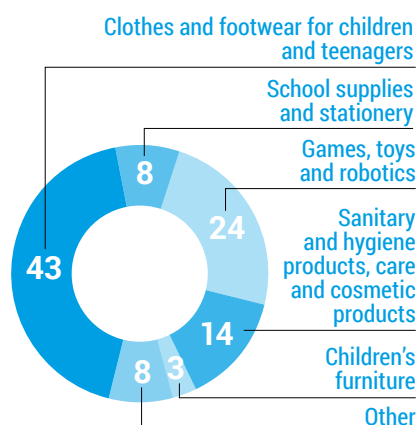
million in 2023 and

1.39

million in 2024.

Source: Rosstat

Russian children's market, %



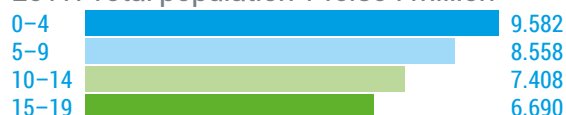
Source: the Russian Ministry of Industry and Trade

Number of children in Russia by age group

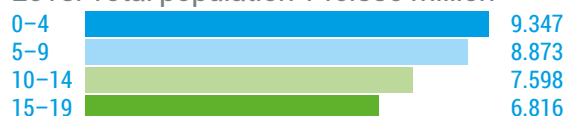
Including age groups

million

2017. Total population 146.804 million



2018. Total population 146.880 million



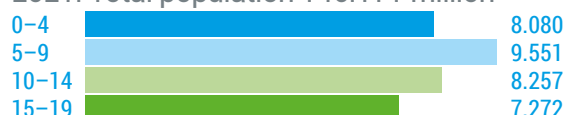
2019. Total population 146.781 million



2020. Total population 146.749 million



2021. Total population 146.171 million



The Russian games and toys market was worth over 198 billion roubles in 2021.

The total online sales of children's goods increased by 41.5% in 2021. The Russian market grew by more than 26% in comparable prices.

10,500

sq.m of floor space

350

exhibitors

15,000+*

visitors from

38

countries

and 83

regions of Russia

40+

activities in the event programme

- Conferences
- Master classes
- Discussions
- Competitions
- Learning workshops
- Presentations of exhibitors
- Retail Chains Centre™
- The Russian Trade Forum for Children's Goods Suppliers

*The total number of visitors to Mir Detstva 2022 and CJF – Child and Junior Fashion 2022. Autumn



Advertising campaign



Mass media



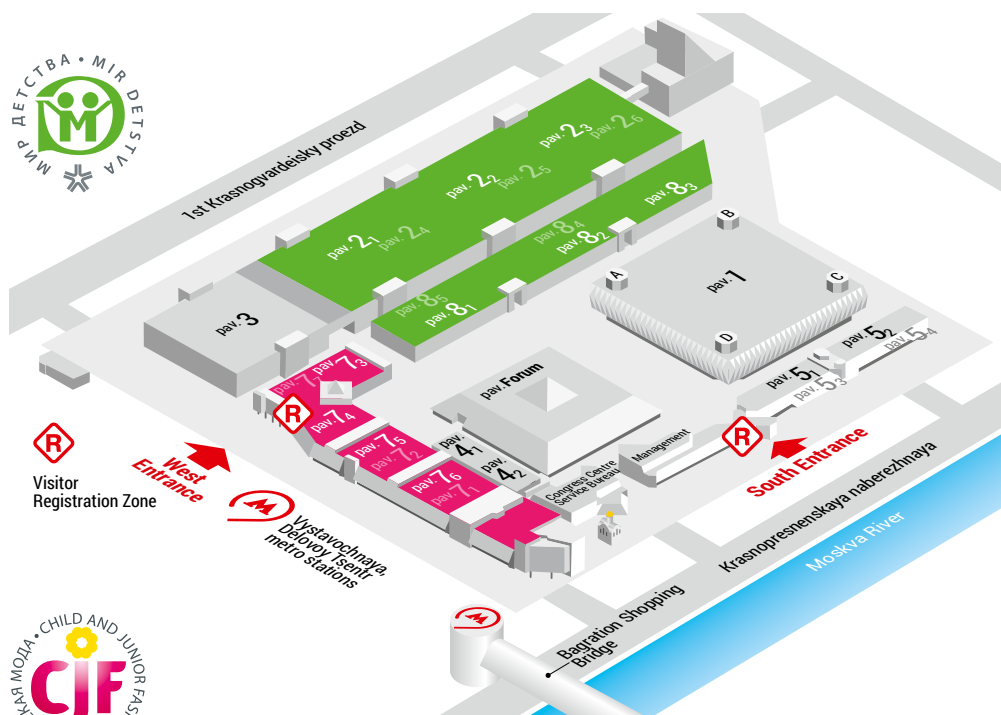
Internet (websites, portals, banners, context ads, social media, blogs)



Direct marketing (email marketing, direct mail, telemarketing campaigns)



Promo activities (distribution of information about the exhibition, invitations for industry professionals to attend the exhibition)



Concurrently with CJF – Child and Junior Fashion

Contacts

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