



spielwarenmesse

The entire toy industry in one place

On its anniversary, the world's leading trade fair for the toy industry once again demonstrated how vibrant and diverse the community is – everything from proven classics to the trends of tomorrow was on display. For you as an exhibitor, this means a clearly structured environment, an international audience of trade visitors, and first-class networking that opens up real business opportunities. This shows once again that Spielwarenmesse is and remains the central platform for positioning your brand and driving the future of the industry forward together.

We look forward to seeing you!

Nürnberg, 2 – 6 Feb 2027



That was the 75th Spielwarenmesse!



2,313 EXHIBITORS FROM 68 COUNTRIES

58,900 VISITORS FROM 123 COUNTRIES

175,000 m² EXHIBITION AREA



“For the 75th time, Spielwarenmesse in Nürnberg brought together the global toy community and once again demonstrated how valuable this meeting place is for exchange, inspiration, and personal dialogue with partners. For Mattel, the fair is an important stage every year to present the next stage of development of our broad brand and franchise portfolio.”

MATTEL GMBH
Sebastian Trischler, Exhibitor

“There is no other trade fair at the international level that is as relevant to us.”

SIMBA DICKIE GROUP
Florian Steiber, Exhibitor

The meeting point for top decision makers

Of the 59,800 visitors from 123 countries, most participants came from:

- Germany
- Italy
- China
- Great Britain
- Netherlands
- France
- Spain
- Poland
- USA
- Austria



“Spielwarenmesse is an absolute must for anyone in the toy industry – an energetic event with a diverse selection of products.”

AMERICAN SPECIALTY TOY RETAILING ASSOCIATION
Kathy Trivisonno, Visitor

Diverse spectrum of visitors

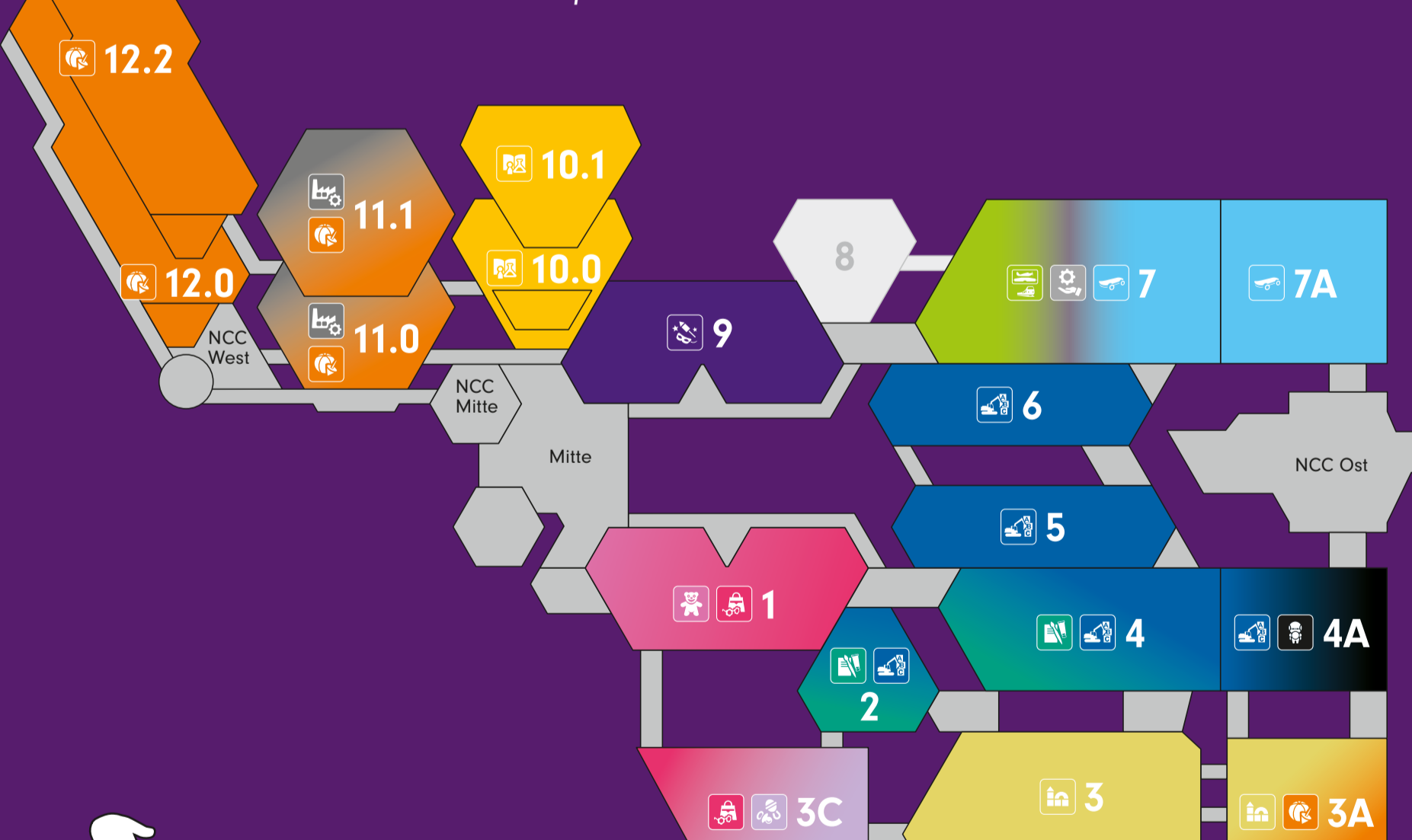
- Toy trade
- Department stores
- Drugstores
- Supermarkets/Discounter
- Online retailers
- Creative design trade
- Specialist baby product trade
- Model construction shops
- Model railway shops
- Stationary trade
- Gift trade
- Book trade
- Electronic goods trade
- DIY markets
- Nursery/school/playground outfitters
- Sports stores
- Decoration products trade
- Licensors/licence agencies
- Promotional products trade



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The entire world of toys at one trade fair

Highlights for every age group and a wide variety of leisure activities – presented in 18 halls.



Click on the **PRODCTGROU**PS for additional information!

- LIFESTYLE PRODUCTS**
Trends in children's rooms – original gifts, clothing and accessories as well as decorations.
- DOLLS, SOFT TOYS**
The classics of the toy industry – traditional dolls and soft toys also with digital and interactive features, plus accessories.
- BABY AND INFANT ARTICLES**
For the needs of the very young – a variety of toys and clothing, attractive furnishings for the home and safety, practical care and feeding accessories as well as travel systems.
- WOODEN TOYS, TOYS MADE FROM SUSTAINABLE MATERIAL**
Materials for the future – sustainable toys made from wood, cardboard, cork and other natural materials as well as special pedagogical concepts.
- SCHOOL ARTICLES, STATIONERY, CREATIVE DESIGN**
Back-to-school and do it yourself – useful utensils for starting school, craft materials for creative pursuits and other paper, office supply and stationery products.
- TECHNICAL TOYS, EDUCATIONAL TOYS, ACTION TOYS**
An abundant assortment – building, construction and metal toys, educational toys that foster the skills of children of all ages and coveted collectible figures from a variety of themed worlds.
- ELECTRONIC TOYS**
Technology meets toys – interactive kits for programmable robots, remote-controlled toys for the young and old, ideas for games in virtual worlds and electronic educational toys.
- MODEL CONSTRUCTION AND MODEL RAILWAYS**
Classics and innovations for miniature worlds – complete kits and extensive accessories for beginners, professionals and collectors.
- SPORTS, LEISURE, OUTDOOR**
Toys for leisure pursuits in summer and winter – exciting innovations such as bicycles, playhouses and ball sports equipment.
- FESTIVE ARTICLES, CARNIVAL, FIREWORKS**
Everything you need for a celebration – original costumes, decorations and firecrackers for seasonal events and special occasions.
- GAMES, BOOKS, LEARNING AND EXPERIMENTING**
Fostering creativity – board games and innovative new releases with digital functions, plus children's and young adult literature as well as various educational and experimental kits.
- MULTI-PRODUCT GROUP**
Comprehensive range of offerings – area for exhibitors with a broad product selection.
- SERVICES FOR TRADE AND INDUSTRY**
A showcase for experts – from testing and inspection institutes through to packaging manufacturers and agencies offering various marketing services.
- MANUFACTURING SERVICES**
For all service providers and solutions across the value chain – from product design, prototyping and components to raw materials, manufacturing, consulting, and OEM, ODM or OBM solutions.

Find out who exhibited in 2026

“We were super happy about all the media attention – there were lots of TV crews, national press, and content creators there with us.”

CARRERA REVELL EUROPE GMBH
Roger Kettler, Exhibitor



spielwarenmesse

Our support for your successful participation

Regular newsletter dispatch to more than 70,000 interested parties in the toy community

Social media and online campaigns

Advertising in international trade magazines and online portals

Invitation vouchers for your customers

Global press relations, print and online

Worldwide visitor acquisition campaigns

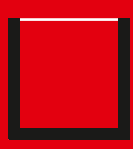




3 options for your participation in 2027

01. Your individual stand

Choose your ideal space from four stand options and customize it to match your requirements – together with your stand builder or one of our service partners. Alternatively, you can simply book one of our stand construction packages*.



ROW STAND
1 side open
232 €/m²



CORNER STAND
2 sides open
281 €/m²



HEAD STAND
3 sides open
304 €/m²



BLOCK STAND
4 sides open
308 €/m²

Your costs

Space price (requested number of m²)
+ Media package: 750 €
+ AUMA-fee: 0.60 €/m²
+ Waste disposal fee: 5.95 €/m²

*Stand construction made easy

Tip

With our **BASIC or PREMIUM stand construction package**, you receive all the basic equipment you need for your trade fair appearance – from stand construction and electrical supply to stand cleaning, everything is included.

02. The New Exhibitor Package

With the New Exhibitor Package, we offer a complete solution for those exhibiting at the Spielwarenmesse for the first time.

It provides you with everything you need for your trade fair appearance: from stand space, stand construction and electrical supply through to various marketing measures.

Take advantage of the New Exhibitor Package at a total price of 395 €/m²:

- Stand size between 9 – 20 m²
- Including stand construction, electrical supply and stand cleaning
- All services of the media package, AUMA fee and disposal fee included

03. The StartupArea

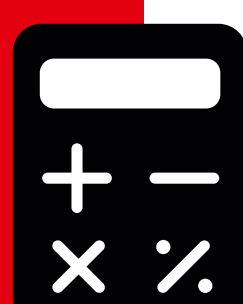
Are you an international start-up that has been on the market for no more than 5 years?
And would you like to present your innovative product ideas at Spielwarenmesse?
Then book your participation in the StartupArea!

The StartupArea complete package at a glance:

- 6 m² stand space (including stand construction, electrical supply, and stand cleaning)
- Meeting lounge for customer meetings, free drinks
- All services included in the media package, AUMA fee, and disposal fee included

Registration fee

A one-time registration fee of 400 € applies to all participation options. This fee will be credited in full toward the participation price upon admission, or refunded in full in the event of non-admission.



All costs at a glance

With the trade fair calculator you can calculate all costs for your participation.

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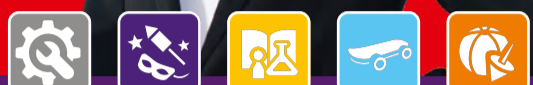
This trade fair is the only time of year when we can meet all our customers from around the world.

BUKI FRANCE
Aurore Lambert, Exhibitor

Secure your stand now

Your personal contact

With us you have ONE contact person for all questions and services relating to your participation.



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Your international contact person

We have representatives in more than 100 countries. You are welcome to contact them if you prefer to communicate in your own language.

Find YOUR contact



Did you already know?

Spielwarenmesse eG is THE organizer of events and trade fairs in the international toy market.



Further information on ALL EVENTS



Save the Date

Nürnberg, 2 – 6 Feb 2027