



## 75 years of Spielwarenmesse – an anniversary full of innovation and inspiration

- The meeting place for the international toy world
- Unique platform for trends, networking and business
- Activities throughout the exhibition grounds and in the ToyCity

It has been the place to be for the international toy industry for more than seven decades – Spielwarenmesse will celebrate its 75<sup>th</sup> birthday in 2026. From 27 to 31 January, the leading B2B event will once again bring the community together in Nuremberg and serve as an indispensable platform for business development, inspiration and meeting up. In its anniversary year, the entire exhibition grounds will be transformed into a special discovery area, creating a unique atmosphere for participants from all over the world.

### Uninterrupted global interest

Spielwarenmesse attracts both key players and up-and-coming newcomers. In 2025, over 2,300 exhibitors from 71 countries were registered, more than 80 percent of them from abroad. The 57,500 trade visitors from over 120 nations underline the event's international significance. "Numerous new exhibitors and first-time visitors discover the Spielwarenmesse every year as a springboard into global markets and a platform for valuable new partnerships," explains Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson). From traditional toy retailers and online platforms to specialist stores and licensing agencies – in 18 halls covering 13 product groups, buyers have the opportunity to explore the full diversity of the industry.

### Specials with market and trend potential

The Spielwarenmesse uses strategically placed specials to showcase products in a targeted manner. In the centrally located Entrance Mitte, **ToyTrends** will provide specialist retailers with orientation for the coming financial year. Right next to it, the **Toys for Kidults** Special puts the spotlight on a market that, according to Circana, already accounted for 29 percent of toy sales (€4.6 billion) in Europe in 2024. The **New Product Gallery** in Hall 3A displays new products



in various showcases, while the adjacent **ToyAward** recognizes innovations in six categories and creates additional visibility for winners and nominees. In addition, the deliberate proximity of related product segments promotes synergies and makes it easier to address customers: the fast-growing **School Articles, Stationery, Creative Design** category, for example, is located in Halls 2 and 4, while **Wooden Toys** and **Toys made from Sustainable Material** are presented in Halls 3 and 3A. **Baby and Infant Articles** are represented along with **Lifestyle Products** in Hall 3C. And in Hall 7A, the **Sports, Leisure, Outdoor** Special with product testing and activity areas invites visitors to try things out.

### Ideas for business and networking

In addition to the variety of products, networking is part of the DNA of Spielwarenmesse: the exclusive **ToyNight** brings all exhibitors together on the first day of the fair, while **RedNight** on Thursday evening, with parties at the stands, promotes discussion with industry colleagues. The **Toy Business Forum** offers presentations and discussions on current topics such as retail and toy trends, digitalisation, kidults, artificial intelligence and sustainability. Meanwhile, daily lunch breaks with music and food trucks create space for conversation in a relaxed atmosphere. In the **LicenseLounge**, the LicenseTalks provide insights into a market that, according to Circana, accounts for a third of global toy sales and has recently grown by 8%. On the Friday of the trade fair, creative minds from the games scene will find a platform at the **Game Inventors Convention** to present their prototypes to editors from publishing houses – including a networking party in the evening.

### Celebrate, discover, network

The big countdown to the anniversary starts on November 13, exactly 75 days before the start of the fair: every day in the online magazine 'Spirit of Play', stories, facts and background reports provide new insights into the past, present and future of the Spielwarenmesse. Exhibitors and visitors are invited to share their own memories and experiences. During the event, various anniversary activities throughout the exhibition grounds and in Nuremberg city centre will ensure unforgettable moments: an interactive exhibition at the entrances



will provide insights into the history of the fair, many exhibitors will celebrate with their own activities on site and the ToyCity of Nuremberg will shine in anniversary red.

### Digital reach and convenience of service

Spielwarenmesse Digital and the compatible app keep exhibitors and visitors connected all year round. Company profiles, product images, videos, live chat and the LeadScan function create maximum reach and efficiency in order to maintain long-term visibility. Digital options allow travel to be planned without stress, too: Turkish Airlines is offering flights at discounted rates. In addition, the Spielwarenmesse Bus connects Munich Airport with the Nuremberg Exhibition Center several times a day. As a service to ensure easy movement around the location, the trade fair ticket allows free travel on the entire transport network of the Nuremberg metropolitan area, including direct connections on the underground.

“For 75 years, Spielwarenmesse has been the central place where people from all over the world come together to discover trends, take advantage of business opportunities and experience the ‘Spirit of Play’”, concludes Christian Ulrich. “In 2026, we would like to celebrate the anniversary together with the industry – and look to a successful future.”

Ticket sales and accreditation start on 5 November 2025. Further information can be found at [www.spielwarenmesse.de](http://www.spielwarenmesse.de).

Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

3 September 2025 – sw

### Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse Digital and the e-journal ‘Spirit of Play’. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 27 – 31 Jan 2026

**Spielwarenmesse eG**  
Herderstraße 7  
90427 Nuremberg, Germany

**Press contact:**  
Scarlett Wisotzki

Tel.: +49 911 99813-33  
Fax: +49 911 99813-833  
[presse@spielwarenmesse.de](mailto:presse@spielwarenmesse.de)