Press Release

spielwarenmesse

Nürnberg 2 – 6 Feb 2027

Spielwarenmesse 2027: The international industry gathering for successful business

- Discover new partners and product ranges all in one place
- Identify trends early and make informed decisions
- Engaging networking with high-quality contacts

Spielwarenmesse is the platform for finding long-term success in the toy trade, and is to take place next year from 2 to 6 February in Nuremberg. The unique mix of a diverse range of products, inspiring innovations, engaging networking and the latest toy insights creates the perfect conditions for capitalising on new business opportunities, identifying trends early on and forging valuable contacts.

New business opportunities all in one place

Spielwarenmesse brings together leading brands, innovative newcomers and major industry players on a global scale. This year alone, 2,313 exhibitors from 68 countries presented their products, with 82 percent of exhibitors coming from abroad. Around 60,000 retailers and buyers from 123 countries discovered new product ranges and forged business contacts. 89 percent of visitors held positions with decision-making authority. The most important visitor groups included specialist retailers and chain stores, wholesalers, online retailers, department stores, as well as supermarkets and discounters. "Spielwarenmesse brings together supply and demand like no other industry event and creates the best conditions for sustainable business," explains Christian Ulrich, Member of the Executive Board at Spielwarenmesse Group (Spokesperson). In 2027, the full range of offerings will be further expanded: with the new product group, **Manufacturing Services**, Spielwarenmesse will specifically sharpen its profile in Halls 11.0 and 11.1 for participants seeking new production partners or solutions across the entire value chain. They will gain direct access to expertise ranging from product development and design (OMD) through to materials and specialised manufacturing processes (OEM).

Identifying and developing market opportunities

The **ToyTrends** located in the foyer at Entrance Mitte provide an early indication of the trends that will shape the market in the future. Based on insights from the

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twelve-member TrendCommittee, comprising of representatives from ten countries, they help visitors make informed decisions about their product ranges. Right next door, the Special **Toys for Kidults** area, in collaboration with Ultra Comix and SPIEL Essen, showcases practical product examples for adult toy enthusiasts, ranging from 'collectibles' and 'tabletop games' to 'creative fantasy'. Hall 3A provides further inspiration for product range planning: the **New Product Gallery** brings together more than 100 new products, whilst in the **StartupArea**, up-and-coming companies from around the world present their creative ideas. The products of the **ToyAward** finalists and winners, which signal great market potential, receive additional attention. The **Sustainable Collection** provides inspiration for the retail sector by showcasing curated products made from sustainable materials and designed according to circular economy principles. The 400 m² **Sports, Leisure, Outdoor** Special in Hall 7A invites visitors to engage with and try out a range of products. At the **Game Inventors Convention** on the Friday of the fair, game designers will showcase their prototypes to international publishers – for the first time in cooperation with the online matchmaking platform Pubblo. The Alibaba Spielclub will once again present the 'DuAli' prize as part of the evening GamingHour.

The right contacts for sustainable business

Successful business ideas arise from face-to-face encounters. That is why Spielwarenmesse offers numerous opportunities to make new contacts, strengthen existing partnerships and expand international networks. The **LicenseLounge** in the West Entrance foyer is once again the meeting place for the international licensing community. The **Let's Connect! Toy Community Meet-up** is celebrating its second year. The focus is on open discussion sessions and direct exchanges on current industry topics. The popular evening events are also an integral part of the trade fair programme. The Tuesday's **ToyNight**, will see exhibitors networking in an exclusive setting, whilst the **RedNight** on the Thursday will bring all participants together at stand parties in the halls. In addition, **Spielwarenmesse Digital**, both online and as an app, facilitates interaction before, during and after Spielwarenmesse, featuring an exhibitor directory, product and brand listings, and interactive hall plans.

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Knowledge that creates competitive advantages

Identifying market changes early on enables better decision-making. At the **Toy Business Forum** in Hall 3A, visitors gain up-to-date industry insights, practical inspiration and concrete strategies for their day-to-day business. This includes the **ToyPitch** on the first day of the fair, which presents live podcasts, panel discussions and daily specialist presentations on retail and industry trends, artificial intelligence, sustainability and kidults. Following its successful debut, the **Value of Play Conference** will once again bring together international experts on the main stage on the Wednesday morning, exploring the cultural, educational and economic significance of play from various perspectives. **The LicenseTalks**, powered by Licensing International and BRANDmania, offer in-depth insights into the licensing industry. The LicenseLounge provides a space for direct discussion with the speakers.

Getting there made easy

To ensure trade visitors can concentrate fully on their business appointments, they will benefit from even more convenient services: new direct flights with easyJet from London Gatwick and Milan Malpensa, as well as the convenient Spielwarenmesse bus service between Munich Airport and the exhibition centre, ensure a stress-free journey. Once on site, the trade fair ticket entitles holders to free travel across the entire Nuremberg Metropolitan Area Transport Network. The official hotel partner is Revolugo, a platform specialising in events. This creates the ideal conditions for a successful visit to the 76th edition of the fair. Ticket sales and press accreditation open on 4 November.

"Spielwarenmesse is the place where the international industry comes together to shape the future of play. These face-to-face exchanges give rise to new perspectives and valuable insights that help all groups of participants make successful decisions for tomorrow," sums up Christian Ulrich.

Further information is available at www.spielwarenmesse.de.

Images are available at www.spielwarenmesse.de/media.

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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, 2 – 6 Feb 2027

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