

A cat's paw with orange and white fur reaches from the left, and a human hand with a grey sleeve reaches from the right. Their fingers are just inches apart, creating a bright starburst effect. The background is a gradient of purple and red with white speckles.

FEEL THE SPIRIT OF PLAY



spielwarenmesse

Nürnberg 27 – 31 Jan 2026

75th

Then and now



The industry's
place to be





Spielwarenmesse is the most important toy fair. Nowhere else can you meet all the international guests – it's the best place for new products!

Diego Motta,
International Marketing Manager
Giochi Preziosi
Italy



2,362
exhibitors



71
countries



82%
international
share



57,500
visitors



126
countries



65%
international
share



New concepts, new ideas:
the creativity at
Spielwarenmesse is amazing.

Paul Oraijsaka,
Auldon Limited
Nigeria



Visitors: Top 10 countries

Germany

Italy

Great Britain

Netherlands

France

Spain

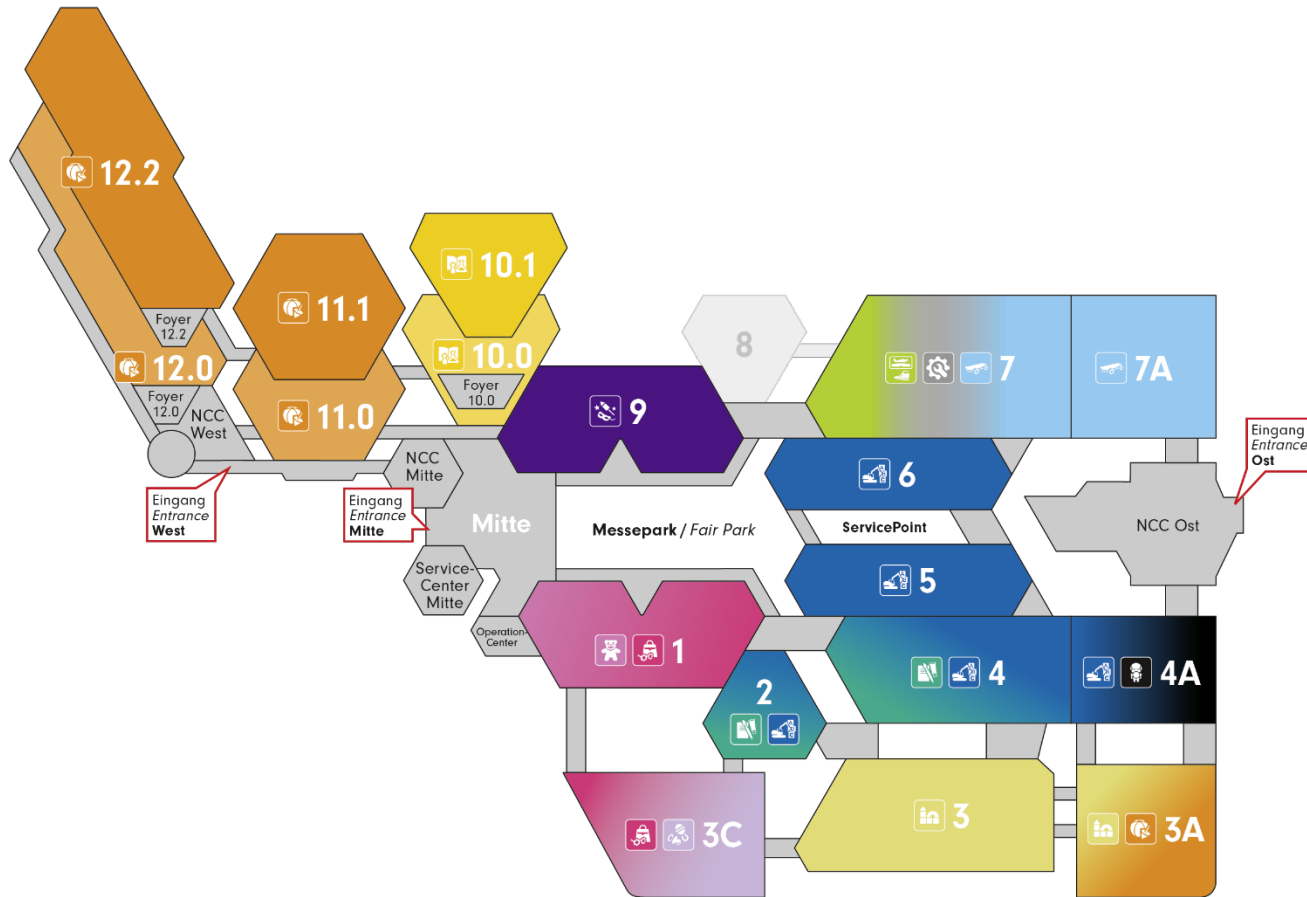
Poland

USA

China Mainland

Czech Republic

The whole diverse market



Lifestyle Products

Dolls, Soft Toys

Baby and Infant Articles

Wooden Toys, Toys made from Sustainable Material

School Articles, Stationery, Creative Design

Technical Toys, Educational Toys, Action Toys

Electronic Toys

Modell Construction and Model Railways

Sports, Leisure, Outdoor

Festive Articles, Carnival, Fireworks

Games, Books, Learning and Experimenting

Multi-Product Group

Services for Trade and Industry

Inspirations and innovations



75th





Interactive world of experience

Tips for retailers on planning their product range with essential Kidults products

In cooperation with
Ultra Comix and
SPIEL Essen



Entrance
Mitte



29%

Kidults (ages 12+) share of
toy sales in Europe in 2024

€4.6 bn

Annual sales for 2024 in Europe

+12%

Toy sales for adults (ages 18+)
in the US
(Q1 2025 vs. Q1 2024)





The current trends moving
the toy industry

TrendCommittee with scouts from
ten countries



Entrance
Mitte





- Toys that use machine learning, neural networks, speech and image recognition or similar technologies
- Adapt to needs and interests
- Opens up interactive, individual and dynamic play and learning experiences
- Build knowledge about AI



Pictionary vs AI
Mattel



Smart Four
Giiker



Carrera Hybrid
Carrera



SPIKE prime
Lego

- A break from everyday life
- Teaching creative and craft activities
- Retro elements such as upcycling, embroidery or tie-dye
- Can be used as a decorative or fashion item

CREATIVA MINDFULNESS



Terra Pottery
Maped Creativ



Hand Stitching Embroidery Kit
Craft Lab

Fingerskate Construction Kit
Creskate



Sensory Art
Okto





Innovations and newcomer



Hall 3A

 **NEW
PRODUCT
GALLERY**

 **STARTUP
AREA**





 **SPECIAL**

Action-packed special area
in the Sports, Leisure,
Outdoor category

Large testing area
for trying out products



Hall 7A



Highlights of the anniversary edition





Ahead of the event

- Get in the mood for the anniversary with e.g. a social media campaign
- 75 facts and stories
- Start:
13 November



During the trade fair

- Numerous exhibitor promotions
 - Interactive exhibition
 - Illuminations in the city centre
- and much more...



Various formats: panels,
live podcasts, fireside chat, ToyPitch,
presentations

Current trends in toys and retail,
artificial intelligence, sustainability

Highlights:
“Growth 2030 – Development and
trends in the toy industry”
by Theresa Schleicher

“Community Building”
by Marilyn Repp



**TOY
BUSINESS
FORUM**



Hall 3A

Sales-driver licensing

34%

Share of licensed toys in the global toy market 2024

+8%

Growth 2024 vs. 2023

Source: Circana



Focus on licences

LicenseLounge:
THE meeting place for licensors,
licencees and retailers

Insights into the world of
licensing with LicenseTalks



Foyer Entrance West



Value of Play Conference

Various aspects of value of play:

- Playful education and learning
- Kidults
- Teaching cognitive, social and emotional skills
- Playing at work and in extreme situations

Media representatives, CEOs, PR and marketing experts, scientists



Wednesday, 28 Jan 2026
8:30 – 10:30 am,
Toy Business Forum

In cooperation with



DVSI Deutscher Verband
der Spielwarenindustrie e.V.



TOY NIGHT



Tuesday,
27 Jan 2026



Red Night

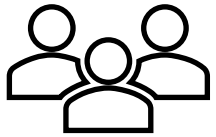


Thursday,
29 Jan 2026



INTERNATIONALE **SPIELEERFINDERMESSE** Game Inventors Convention

Attention-grabbing platform for
presenting prototypes



150 participants*



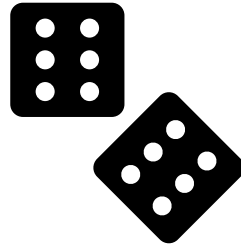
20 countries*

**2025 numbers*

GamingHour in the evening



Friday, 30 Jan 2026, Foyer,
Brussels hall, Munich hall





Tips for taking part in the fair

Marketing services & advertising for exhibitors

Promotional measures in the exhibition grounds and advertising in our digital media

Press services

Free invitation vouchers for customers

Banner generator





Perfectly prepared

Online exhibitor database with product and brand presentations

Networking made easy

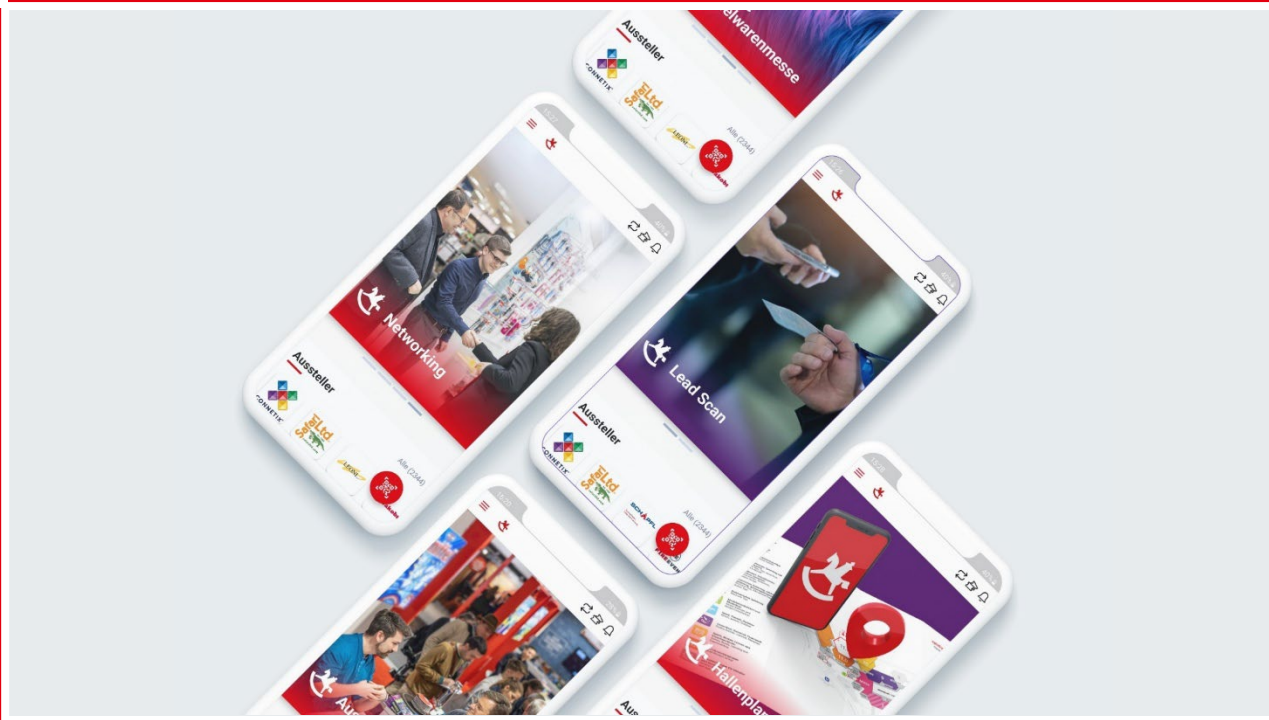
All talks as video on demand

Spielwarenmesse App

Insights into curated themed worlds

Interactive hall plans and real-time route descriptions

Overview of the supporting programme



Off to Nuremberg!



Nuremberg Airport/Main railway station



Trade fair ticket = Ticket for public transport in the greater Nuremberg area

Munich Airport



Spielwarenmesse Bus direct to the exhibition center and back



Train

Frankfurt Main Airport



Flight



Train



Tip

**Rental car –
also available
one-way**



Start of ticket sales and accreditation 5 Nov 2025

Services for the press

Main Press Conference

Live and on Spielwarenmesse Digital

PressDay

ToyPitch and tour: ToyTrends + Kidults
plus exhibitor activities at the stands

NEW

Presentation of the ToyAward
to the winners

StartupArea tour
for new talent

What's New Guide
with innovations from exhibitors

Press boxes
on-site and digital



**Tue,
27 Jan**

**Spielwarenmesse
starts**

PressDay

ToyNight

**Thu,
29 Jan**

RedNight

**Sat,
31 Jan**

**Last day
of the fair**



**Thu,
22 Jan**

**Main Press
Conference**



**Wed,
28 Jan**

**Value of Play
Conference**

**ToyAward
ceremony**

**Guided tour of
StartupArea**

**Fri,
30 Jan**

**Game Inventors
Convention**



SCAN ME

Consolidated information for exhibitors, visitors and media representatives



**BR/ND
M/NIA**



Spielwarenmesse eG
... your cooperative partner



**Largest network for the
international toy community**



World's largest B2C meeting place
for the board game community

923 exhibitors and
204,000 visitors

2024 numbers

Unique innovation show

Direct sales at the stands



23 – 26 Oct 2025 in Essen



B2B networking event for licensing,
brand partnerships and collaborations



24 – 25 Jun 2026 in Essen

**BR/ND
M/NIA**

Around 900 participants

Entertainment, toys, sport/outdoor,
food, cosmetics, retail, fashion,
publishing, ...

Exciting talks and panels





**WORLD
OF TOYS**


spielwarenmesse

Tapping into fast-growing markets

Organising shared stands at international trade fairs

Straightforward participation thanks to full-service package





spielwarenmesse

Nürnberg 27 – 31 Jan 2026

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