

A cat's paw with orange and white fur reaches from the left, and a human hand in 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

75<sup>th</sup>



# 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

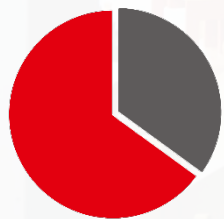




**57,500**  
visitors



**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**

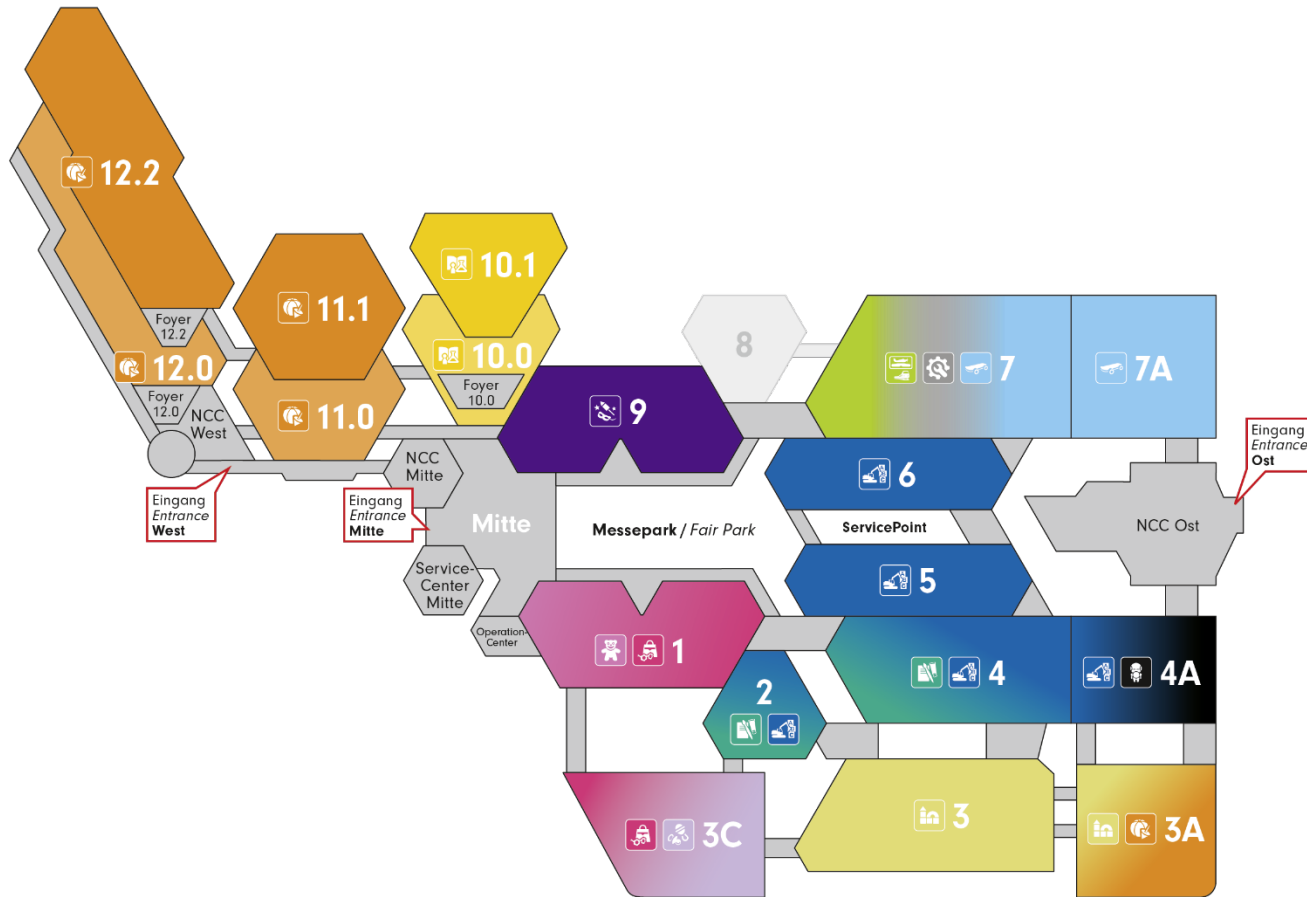
**USA**

**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



# Marketing services & advertising



75<sup>th</sup>





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

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# €4.6 bn

Annual sales for 2024 in Europe

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# 36%

of European consumers have  
bought a toy for themselves or  
another adult in 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*





 **NEW  
PRODUCT  
GALLERY**

FEEL  
SPIRIT  
OF PI

 **NEW  
PRODUCT  
GALLERY**



**Innovations  
and  
award-winning  
new ideas**



Hall 3A





 **SPECIAL**



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

Large testing area  
for trying out products



Pickleball Base  
sponsored by JOOLA



Hall 7A



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

Press services

Free invitation vouchers for  
customers

Banner generator





# 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



## 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

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## +8%

Growth 2024 vs. 2023

Source: Circana





# Focus on licences

LicenseLounge:  
THE meeting place for licensors,  
licensees and retailers

Insights into the world of  
licensing with LicenseTalks

 **LICENSING  
INTERNATIONAL**



Foyer Entrance West





Various aspects of value of play:

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

Scientists, media representatives, PR and marketing experts



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*



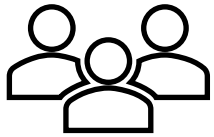
Thursday,  
29 Jan 2026





# INTERNATIONALE **SPIELEERFINDERMESSE** Game Inventors Convention

Attention-grabbing platform for  
presenting prototypes



150 participants\*



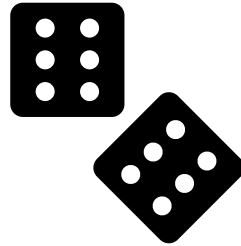
20 countries\*

*\*2025 numbers*

GamingHour in the evening



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







# **Tips for taking part in the fair**





# Maximise your trade fair presence

Digital company profile and product presentation

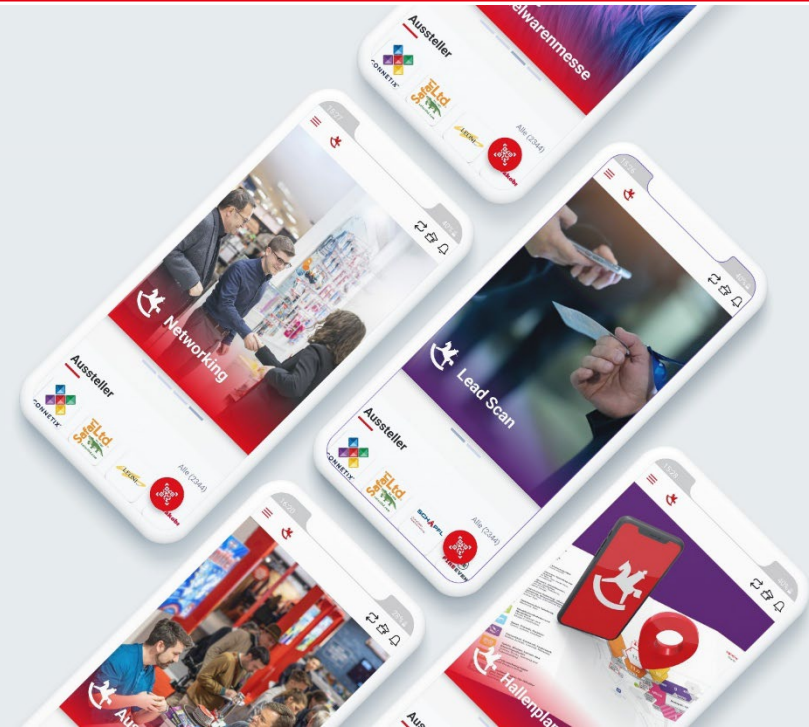
Increased reach

Comprehensive customisation options

## Spielwarenmesse App

LeadScan for exhibitors

Exhibition highlights and toy market news





# 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**





**Now available online:  
tickets  
and accreditation**



# 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**

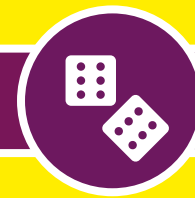


**Wed,  
28 Jan**

**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**





**Largest network for the  
international toy community**





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

948 exhibitors and  
220,000 visitors

*2025 numbers*

Unique innovation show

Direct sales at the stands



22 – 25 Oct 2026 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

# Your contact

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