



## From AI to Creativity: The ToyTrends for Spielwarenmesse 2026

- “AI Loves (to) Play”: Intelligent toys for interactive play experiences
- “Creative Mindfulness”: Creative activities, creating special moments

Which developments will be shaping the toy world in 2026? With years of experience behind them, the international TrendCommittee of Spielwarenmesse has identified two key ToyTrends for this year. While the first trend, “AI Loves (to) Play”, demonstrates how innovative technologies are reshaping play, the second trend, “Creative Mindfulness”, focuses on creative approaches towards mindful experiences. The TrendCommittee’s selection reflects the most important impulses in the industry and provides retailers with guidance on where play is heading in the coming years. The 2026 ToyTrends will be showcased from 27 to 31 January at their own special stand, located at the high-profile Entrance Mitte of the Spielwarenmesse. Visitors are invited to discover and test this year’s inspiring products, which will be displayed on themed islands. Further information for product range planning is provided by the ToyTrend lectures in the Toy Business Forum.

### New interactions whilst playing

Artificial intelligence has been an integral part of our daily lives, from digital voice assistants and personalised recommendations to smart devices at home. Now, this technology is also conquering the world of toys. With the trend, “AI Loves (to) Play”, products that can do much more than just react are now taking centre stage. They recognise individual preferences, support children in solving tasks, tell stories and evolve alongside their young users. From adaptive robots and talking play figures to intelligent learning systems, modern AI toys create a new, interactive play experience that combines both technology and imagination. Plus, many AI toys work without a display, reducing the screen being the focus.

### Creativity and mindfulness as an experience

Opposite digital innovation, the “Creative Mindfulness” trend focuses on the conscious experience of creativity and craftsmanship. Creative activities open



up new perspectives and offer a moment of both relaxation and inspiration. Children immerse themselves in the worlds of colours and materials with curiosity, letting their imaginations run wild, and subsequently they acquire new skills. Adults can use creative activities as a way to leave everyday life behind and clear their minds. "Creative Mindfulness" invites you to explore a wide variety of creative paths, from painting and crafting, to upcycling and artisanal techniques, such as woodworking, felting or pottery. The joy of creating something with your own hands promotes concentration, self-confidence and mindfulness.

The topic will also be addressed at the Toy Business Forum in Hall 3A:

- **Exhibitors on Stage – Making of noinoi: The development of an AI audio game console using the Design Thinking method**  
Carsten Lenerz, TechniSat Digital – Tuesday, 27 January, 10.45 – 11 am
- **Emerging Trends & Technologies in 2026 and Beyond**  
Reyne Rice, Global Trend Hunter – Tuesday, 27 January, 2.15 – 3 pm
- **Discover Spielwarenmesse ToyTrends 2026**  
Reyne Rice, Global Trend Hunter – Wednesday, 28 January, 2.45 – 3.15 pm
- **Exhibitors on Stage – Creativity and AI for children**  
Oliver Mauckner, KinderGPT – Thursday, 29 January, 10.45 – 11 am
- **Discover Spielwarenmesse ToyTrends 2026**  
Reyne Rice, Global Trend Hunter – Friday, 30 January, 3 – 3.30 pm

Further information can be found at [www.spielwarenmesse.de/en/toytrends](http://www.spielwarenmesse.de/en/toytrends).

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







January 2026 – sr

#### **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








<p><b>Carrera Hybrid – Devil Drivers</b>, Carrera Revell Europe GmbH (Germany), Hall 12.2/P-13  <a href="http://www.carrera-toys.com">www.carrera-toys.com</a></p> <p>Carrera Hybrid combines the classic slot car track with gaming: Licensed vehicles drive freely on and off the track, controlled via app and AI assistance. All this ensures endless racing fun and ever-changing track layouts.</p>	
<p><b>POE</b>, JOY TOY AG (Italy), Hall 4/A-80  <a href="http://www.joy-toy.com">www.joy-toy.com</a></p> <p>Powered by AI, the bear tells personalized stories within a secure system. POE adapts the content to the child's age, language, and interests.</p>	
<p><b>KinderGPT</b>, Hillcrown AI GmbH (Germany), Hall 12.0/H-01  <a href="http://www.kindergpt.com">www.kindergpt.com</a></p> <p>The AI platform KinderGPT makes content and licensed topics accessible and interactive for children in a playful way. It is GDPR-compliant, hosted in Germany, and is particularly suitable for brands, publishers, and manufacturers.</p>	
<p><b>L.I.A. CAROTINA INTELLIGENTE</b>, Liscianigiochi S.p.A. (Italy), Hall 6/A-30  <a href="http://www.liscianigiochi.com">www.liscianigiochi.com</a></p> <p>Carotina continuously learns and thus provides playful learning experiences. The interactive plush toy with AI responds to children in real time, answers questions, and offers a variety of educational activities.</p>	
<p><b>myFirst Camera 50</b>, MYFIRST TECH ASIA PTE. LTD. (Singapore), Hall 4A/A-31  <a href="http://www.myfirst.tech">www.myfirst.tech</a></p> <p>This camera with AI support offers a wide range of creative photo and video options. A secure storage for video diaries as well as a selfie light bar encourages children's self-expression and storytelling.</p>	
<p><b>KI und DU – Künstliche Intelligenz interaktiv erleben und verstehen</b>, Ravensburger Verlag GmbH (Germany), Hall 12.0/A-12, D-13  <a href="http://www.ravensburger.de">www.ravensburger.de</a></p> <p>Children aged 10 and up can explore interactive exercises and QR codes linking to AI applications in this non-fiction book. It playfully imparts media literacy and clearly explains how artificial intelligence works.</p>	










<p><b>noinoi</b>, Technisat Digital GmbH (Germany), Hall 4A/B-19  <a href="http://www.noinoi.ai">www.noinoi.ai</a></p> <p>The interactive AI audio gaming console for children aged 4 and up offers ever-new adventures to play – completely without a screen, camera, or microphone. The secure, child-friendly concept is characterized by its high educational value.</p>	
<p><b>WAS IST WAS Science easy: Smart, smarter, AI – Experiencing Artificial Intelligence</b>, Tessloff Verlag Ragnar Tessloff GmbH &amp; Co. KG (Germany), Hall 10.0/E-02  <a href="http://www.tessloff.com">www.tessloff.com</a></p> <p>Through experiments and simple, easy-to-understand explanations, artificial intelligence becomes a playful experience in this non-fiction book for young people aged 11 and up. It promotes a safe and responsible approach to AI.</p>	
<p><b>TukToro</b>, TukToro (Germany), Hall 3A/D-02  <a href="http://www.tuktoro.com">www.tuktoro.com</a></p> <p>Combining tactile cubes, movement, and an app TukToro playfully teaches children aged 4 and up about numbers and quantities. An integrated AI supports individualized learning.</p>	
<p><b>ROPET</b>, CS International (H.K.) Toys Ltd. (Hong Kong), Hall 1/A-02  <a href="http://www.ropetai.com">www.ropetai.com</a></p> <p>The AI-based companion robot features emotional awareness and a lifelike design. ROPET learns, responds individually, and creates an emotional bond – just like a real pet.</p>	



# CREATIVITY MINDFULNESS

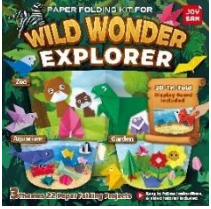




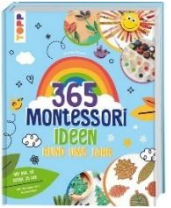

<p><b>Velvet Colouring Canvas – Mindful Yoga</b>, Areya Packaging Pvt Ltd (India), Hall 4/D-07  <a href="http://www.peppplay.in">www.peppplay.in</a></p> <p>The velvet painting canvas with a yoga motif promotes concentration and patience. Black outlines guide the pen and ensure a relaxing colouring experience – ideal for both children and adults.</p>	
<p><b>Professional Studio – Pottery Expert</b>, Buki France (France), Hall 4/C-05  <a href="http://www.bukifrance.com">www.bukifrance.com</a></p> <p>With the pottery set including an electric turntable, clay, and accessories, children aged 10 and up as well as adults can create their own ceramic art.</p>	
<p><b>Professional Studio – Artist</b>, Buki France (France), Hall 4/C-05  <a href="http://www.bukifrance.com">www.bukifrance.com</a></p> <p>In this portable wooden case little artists can find brushes, paints, and accessories for acrylic painting. It can also be converted into an easel.</p>	
<p><b>Tiny Adventures Disney Lion King</b>, Carrera Revell Europe GmbH (Germany), Hall 12.2/P-13  <a href="http://www.revell.com">www.revell.com</a></p> <p>The Book Nook kit made of laser-cut wood enables the creation of a detailed miniature world for your own bookshelf. Equipped with LED lighting and a touch sensor, this creative family project themed around "Disney's The Lion King" invites everyone to craft and marvel together.</p>	
<p><b>Cartonic 3D Puzzle MANEKI KITTEN</b>, 1DEA ME PRODUCTION LLC (Ukraine), Hall 3A/G-11  <a href="http://www.cartonic.com.ua">www.cartonic.com.ua</a></p> <p>With the sustainable 3D puzzle made of cardboard, children and adults can enjoy creative building fun and expand their collection. MANEKI KITTEN stands for mindful creativity with an eco-friendly, completely plastic-free design.</p>	








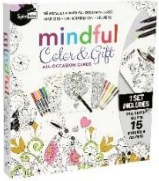

<p><b>Sewing Craft Kits for Kids (5+)</b>, cuci cuci (Germany), Hall 3A/B-10  <a href="http://www.cucicuci.de">www.cucicuci.de</a></p> <p>Pre-prepared templates and a simple plug-in system promote fine motor skills and mindful low-waste crafting in these creative sewing kits for children aged 5 and up.</p>	
<p><b>Dazzle Pals™ – Snoopy™</b>, Diamond Art Club, LLC (USA), Hall 4/A-68  <a href="http://www.diamondartclub.com">www.diamondartclub.com</a></p> <p>The 3D diamond painting set for a free-standing Snoopy figure combines crafting, collecting, and creative play – for all age groups.</p>	
<p><b>EUGY Dove</b>, dodoland ltd (New Zealand), Hall 3/E-01  <a href="http://www.eugy.com">www.eugy.com</a></p> <p>With the 3D puzzle made of FSC-certified cardboard, a dove is created as a timeless symbol of peace. The sustainable crafting concept encourages relaxed creativity and provides special crafting moments.</p>	
<p><b>Multi-Weaving</b>, DruckDesign Frank Gebhart e.K. Basteltiger (Germany), Hall 3A/B-01  <a href="http://www.basteltiger.shop">www.basteltiger.shop</a></p> <p>Children and adults can create individual works of art with the reusable weaving pictures. The sturdy wooden weaving board and interchangeable motifs ensure varied crafting fun.</p>	
<p><b>AllesKönnertKiste Felt Art</b>, Franckh-Kosmos Verlags-GmbH &amp; Co.KG (Germany), Hall 10.0/G-02  <a href="http://www.kosmos.de">www.kosmos.de</a></p> <p>With the AllesKönnertKiste Felt Art, children aged 8 and up learn needle felting in a playful way. Colourful wool, clear templates, and a wooden holder provide quick success and creative felt art.</p>	
<p><b>Sachenmacher Craft Kits</b>, HABA Sales GmbH &amp; Co. KG (Germany), Hall 3/E-50  <a href="http://www.haba-play.com">www.haba-play.com</a></p> <p>The Sachenmacher craft kits offer young explorers from the age of 3 a wide range of opportunities for painting, cutting, gluing, and folding. Fine motor skills, concentration, and creativity are playfully encouraged.</p>	
<p><b>Crochet Calm Capybara</b>, HangZhou Avenir Stationery Corp., LTD. (China), Hall 5/D-01</p> <p>Equipped with yarn, tools, and instructions, the crochet set creates a 7 cm capybara pendant. Creativity and concentration are stimulated in a fun and creative way.</p>	









<p><b>JOYSAM Wild Wonders Explorer Origami Paper Folding Kit</b>, JONG IE NARA CO., LTD. (Korea), Hall 2/D-27  <a href="http://www.amazon.com">www.amazon.com</a></p> <p>The origami set offers 22 animal folding projects inspired by nature and wildlife. While crafting, children strengthen their creativity and fine motor skills and enjoy relaxing moments of creativity.</p>	
<p><b>tapitouf</b>, KJSFtoys (France), Hall 3A/D-10  <a href="http://www.tapitouf.com">www.tapitouf.com</a></p> <p>With the DIY set from tapitouf, tufted rugs can be created without an electric gun. Fibers, pom-poms, tools, and fabric are included – for a simple, creative crafting experience.</p>	
<p><b>LEGO® Botanicals Tulip Bouquet</b>, LEGO GmbH (Germany), Hall 12.2/P-01  <a href="http://www.lego.com">www.lego.com</a></p> <p>Create a colourful bouquet of tulips with five varieties in different stages of bloom with the LEGO Botanicals building set. The set promotes relaxation and creativity and serves as a decorative highlight.</p>	
<p><b>3D Painting OKTO Lettering "Love"</b>, Okto Family Group LLC (Ukraine), Hall 4/A-2  <a href="http://www.oktoclay.com">www.oktoclay.com</a></p> <p>3D artworks made of modelling clay can be designed creatively and mindfully with the OKTO Lettering Collection. Relaxed crafting gives rise to emotional concepts such as "love".</p>	
<p><b>Creative Start Kids Carving. Instruction Book and Materials</b>, Penguin Random House Verlagsgruppe GmbH (Germany), Hall 10.0/D-20  <a href="http://www.topp-kreativ.de">www.topp-kreativ.de</a></p> <p>Consisting of an instruction book, knife, and materials, the carving set allows children to playfully immerse themselves in the world of carving with 25 step-by-step models.</p>	
<p><b>Montessori – 365 creative ideas for the whole year</b>, Penguin Random House Verlagsgruppe GmbH (Germany), Hall 10.0/D-20  <a href="http://www.topp-kreativ.de">www.topp-kreativ.de</a></p> <p>The book offers creative crafting and activity ideas for every day based on Montessori principles and includes 130 templates for download. This enables varied projects that accompany children throughout the year.</p>	
<p><b>The Art of Drawing for Children: Zickzack Drawing Cards</b> Penguin Random House Verlagsgruppe GmbH (Germany), Hall 10.0/D-20  <a href="http://www.topp-kreativ.de">www.topp-kreativ.de</a></p> <p>In four steps, a finished picture is created with the drawing card set containing 50 motifs, a basic course booklet, and a pencil.</p>	



<p><b>Playmais Mosaic Affirmation</b>, Playmais GmbH (Germany), Hall 4/E-02  <a href="http://www.playmais.com">www.playmais.com</a></p> <p>With the creative craft set, affirmation cards can be individually designed with Playmais. The natural, climate-friendly, and plastic-free materials also stand for sustainable crafting fun.</p>	
<p><b>Harry Potter – Hogwarts-Express</b>, Puremind Inc. (USA), Hall 4/B-92  <a href="http://www.amazon.de">www.amazon.de</a></p> <p>A detailed replica of the magical Hogwarts Express is created with this wooden collector's model. Movable wheels as well as light, sound, and steam effects provide a cinematic crafting experience.</p>	
<p><b>MALEFIX Wax Crayons Stencil Set Unicorn</b>, Pustefix (Germany), Hall 12.2/P-13  <a href="http://www.pustefix.de">www.pustefix.de</a></p> <p>The painting set includes 12 break-resistant wax crayons and imaginative stencils from unicorns to rainbows. This allows children to discover colours and shapes in a playful way and unleash their creativity.</p>	
<p><b>My Art Noble Premium Painting Kit</b>, Schmidt Spiele GmbH (Germany), Hall 10.1/A-04, C-09  <a href="http://www.schmidtspiele.de">www.schmidtspiele.de</a></p> <p>On a pre-printed canvas the original motif by Thomas Kinkade can easily be painted at home. The set contains, acrylic paints, a poster template, and a practice card.</p>	
<p><b>Schipper Painting by Numbers – French Florist</b>, SIMBA-DICKIE-GROUP GmbH (Germany), Hall 6/C-03, C-09  <a href="http://www.malennachzahlen-schipper.com">www.malennachzahlen-schipper.com</a></p> <p>With this detailed paint-by-numbers set, pre-mixed colours and a meditative painting experience together lead to a unique, personal artwork for mindful creative time.</p>	
<p><b>Sketch Plus Mindful Color &amp; Gift</b>, Spicebox Product Development LTD (Canada), Hall 10.0/H-07  <a href="http://www.spiceboxbooks.com">www.spiceboxbooks.com</a></p> <p>Creative and mindful moments arise when designing and gifting the colouring greeting cards. The set includes matching envelopes, markers, as well as gel and calligraphy pens.</p>	
<p><b>MAGICAL FOREST POMPOM ART SET</b>, The Bubble Factory Ltd (Hong Kong), Hall 4/D-90  <a href="http://www.boxcandy.com">www.boxcandy.com</a></p> <p>The art set with FSC-certified wooden figures for painting and handmade pom-poms offers a variety of possibilities for creative crafting.</p>	





<p><b>TUBI JELLY SET – BUGS</b>, TUBAN Trade sp. z o. o. (Poland), Hall 4/F-52  <a href="http://www.tuban.pl">www.tuban.pl</a></p> <p>With the DIY set, colourful, soft insects can be created. It playfully imparts knowledge about small crawling creatures and is suitable for children, adults, and seniors alike.</p>	
<p><b>Portal Jewellery</b>, Twinkle Teal Entertainment Inc (Canada), Hall 3A/E-30  <a href="http://www.nebulousstars.com">www.nebulousstars.com</a></p> <p>Eight sparkling portal jewels made of resin can be created with this set – they inspire creative, mindful breaks and transport you into the calming world of the “Nebulous Stars”.</p>	
<p><b>Millennium Falcon™</b>, Ukrainian Gears LLC (Ukraine), Hall 3/D-79  <a href="http://www.ugearsmodels.com">www.ugearsmodels.com</a></p> <p>With LED lights, movable parts, and official Disney license, the detailed 3D wooden puzzle brings the legendary Millennium Falcon to life – a meditative crafting experience for creative “Star Wars” fans and collectors.</p>	
<p><b>R2-D2™</b>, Ukrainian Gears LLC (Ukraine), Hall 3/D-79  <a href="http://www.ugearsmodels.com">www.ugearsmodels.com</a></p> <p>The 3D wooden model of R2-D2 features movable legs and an LED projector that displays real “Star Wars” images. The officially licensed kit edition is aimed at fans and collectors.</p>	
<p><b>Loggos Beech Walnut L</b>, Frechling GmbH (Germany), Hall 3A/D-07  <a href="http://www.frechling.shop">www.frechling.shop</a></p> <p>Made of high-quality beech and walnut the balance building blocks are equipped with special grip film and enable astonishing constructions with surprising effects. Suitable for all age groups, they stimulate agility, concentration, and imagination.</p>	