



Spielwarenmesse 2026: Special for grown-up toy enthusiasts

- Special area “Toys for Kidults” centrally located in Entrance Mitte
- Exciting presentations on the topic at the Toy Business Forum

In 2026, the Spielwarenmesse will once again place a strong focus on the target group of toy enthusiasts among adults, or kidults. With the “Toys for Kidults” Special, trade visitors can look forward to an inspiring discovery area at Entrance Mitte. The 210 m² allocated to the Special invites visitors to try out products directly and exchange ideas with experienced hosts. The Special trend is to be complemented with an exciting lecture programme at the Toy Business Forum.

A target group with potential

Whether collectible figures, fantasy products or tabletop games, the range for kidults is constantly growing and opening up new opportunities for retailers. Adults who play, collect and create with enthusiasm have long been an important driver for sales growth in the industry. With the categories “Collectibles”, “Creative Fantasy” and “Tabletop Games”, the Special reflects the diverse interests of kidults. They have become a relevant and high-spending target group, offering retailers enormous opportunities to expand their product ranges. Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson), emphasises: “With this, we are addressing one of the most important trends in the industry. Adults passionate about toys are shaping the market in the long term and always bringing in fresh momentum. Our aim is to provide retailers with practical inspiration and to make the fascination of play tangible for all age groups.”

360-degree perspective

From current market figures and practice-oriented presentations to inspiring point-of-sale examples, the Special provides retailers with targeted know-how for successful target group engagement. Exclusively at Spielwarenmesse, current target group market figures from the market research institute Circana will be presented, offering valuable insights into the potential and development of this growing segment. Inspirations for kidults’ starter assortments and



appealing themed worlds await visitors as part of product presentations in the Special area. The topic will also be addressed in lectures and live podcasts at the Toy Business Forum in Hall 3A:

- **Magical Kidults and Where to Find Them – A Journey of Discovery to the Target Group and Their Natural Habitats**

Carol Rapp & Robin de Cleur, Merz Verlag, 28 January 2026, 3:45 – 4:15 pm

- **The Fascination of Kidults**

Stefan Will, Ultra Comix GmbH, 29 January 2026, 2:45 – 3:15 pm

- **Live Podcast: The Geek & the Nerd – Kidults vs. Nerd – How Do We Bridge the Generation Gap?**

Carol Rapp, Merz Verlag & Jasmin Karatas, JASMIN DENIZ KARATAS & RAW-R AGENCY, 30 January 2026, 11:15 am – 12:15 pm

- **Cute Economy – Kidults and the Hype Around Blind Boxes and Plush**

Ratna Sita Handayani, Euromonitor International GmbH, 30 January 2026, 2:00 – 2:30 pm

The “Toys for Kidults” Special is being created in cooperation with renowned partners such as Ultra Comix – one of Europe’s largest comic and games stores – and SPIEL Essen, the world’s largest public convention for board games. Exhibitors at Spielwarenmesse have the opportunity to apply for a spot in the Special category with up to three products until 24 November. Further information is available at: www.spielwarenmesse.de/en/toys-for-kidults/.

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

18 November 2025 – 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

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