



Dates for the Spielwarenmesse 2024

Following the successful restart of the Spielwarenmesse, our plans for the 73rd edition are well under way. Organiser Spielwarenmesse eG has just announced the dates for the next event which will open its doors at the beginning of the year as usual. Running from 30 January to 3 February 2024, the new dates reflect a change to the choice of days. Rather than taking place at Nuremberg's exhibition centre from Wednesday to Sunday, the trade fair will now run from Tuesday to Saturday. This decision was made in response to the annual footfall analysis and the survey conducted among exhibitors and visitors to the Spielwarenmesse.

The survey revealed that the majority of participants agreed that the Sunday was unsuitable. This clear conclusion was drawn by participants not only from Germany but also from abroad. "In addition, many attendees expressed a preference for an additional day during the week," stated Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, continuing: "At the same time, we're sticking to the Saturday after listening to the needs of our specialist retailers, who continue to play an important role." The choice of these new dates demonstrates that the world's leading toy fair is in touch with its target group and responds flexibly to prevailing market conditions.

1 March 2023 – sw

Spielwarenmesse®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse® Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany. Fair date: Spielwarenmesse®, Tuesday to Saturday, 30 Jan – 3 Feb 2024