



Spielwarenmesse 2026: getting results with strong Specials and smart services

- Attractive special areas to improve visibility and customer contact
- Comprehensive service package for exhibitors

Whether brand presence, new customer acquisition or trends to try out – the Specials at Spielwarenmesse 2026 offer ideal opportunities for a strong positioning in the market. From 27 to 31 January, exhibitors will also benefit from an optimal hall structure that reinforces synergies between product groups and strengthens the visitor experience. Free services such as product placements, networking formats and digital tools provide targeted support for attendance at the trade fair.

Special areas with appeal

Discover trends, reach new target groups, experience products live: the Spielwarenmesse Specials are central contact points for trade visitors and offer exhibitors a stage with high visibility. The world's leading trade fair will once again focus on ToyTrends and Toys for Kidults in 2026. Innovations, strong brands and relevant content will be presented with impact in the central entrance (Eingang Mitte). A special highlight is the action area for 'Sports, Leisure, Outdoor' in Hall 7A. Here, the Testing Area invites visitors to try out ride-ons, scooters and balls. "With our Specials, we create eye-catching theme worlds that enable exhibitors to present their products in a targeted manner and at the same time continuously enrich the visitor experience," concludes Christian Ulrich, Board Spokesperson at Spielwarenmesse eG.

Structured diversity

A well thought-out hall plan and clearly organized product groups ensure efficiency and clarity at the exhibition centre. The targeted positioning of related segments creates short distances, fosters synergies and helps exhibitors to engage with their customers. For instance, the product groups 'Baby and Infant Articles' and 'Lifestyle Products' are once again housed together in Hall 3C, while the segment 'Dolls, Soft Toys' is located in close proximity in Hall 1.



The high growth category 'School Supplies, Stationery, Creative Design' is situated in Hall 2 – an area that supplied strong direction for creative range selection at the last Spielwarenmesse. Another thematic focus is the product group 'Wooden Toys, Toys Made from Sustainable Materials' which is presented in Halls 3 and 3A. It reflects the growing demand for eco-friendly, durable, and natural toys. In addition, the topic of sustainability will benefit from greater exposure in the future – with presentation opportunities for products in the New Product Gallery, talks and panel discussions, not to mention the 'Sustainability' ToyAward category. Sustainable products will also be prominently featured on the Spielwarenmesse Digital platform.

Wide-ranging support

Exhibitors also benefit from a comprehensive portfolio of free services and effective measures to address specific target groups. These include applications for the ToyAward, participation in the ToyPitch at the Toy Business Forum and the presentation of new products in the digital What's New Guide. Additional visibility is generated by walking acts and participation in PressDay and the RedNight exhibitor parties. Effective tools for managing customer contact and lead generation are also available – LeadScanning for capturing contact data, a banner generator for digital advertising and the socialPALS tool for simple content sharing. Exhibitors will also receive a generous allocation of free admission tickets for their customers. The range of services is complemented by practical webinars on preparing for the trade fair. Young companies will also receive targeted support: in the StartupArea, they benefit from special support and customised services. For 2026, the area will be presented with a new, fresh stand design – perfectly tailored to the needs of up-and-coming brands. New exhibitors who would like to present at the Spielwarenmesse can register [here](#) until the end of July 2025.

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

7 July 2025 – le



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