



The industry highlight of the year: 75th Spielwarenmesse full of inspiration, exchange and anniversary spirit

- The meeting place for the international toy industry with strong networks
- Future impulses for business, trends and innovations
- Exciting activities at both the exhibition grounds and in ToyCity Nuremberg

The toy world will gather in Nuremberg from 27 to 31 January for an extraspecial event: the Spielwarenmesse, celebrating its 75th anniversary together with retailers, manufacturers and the media. As a leading B2B event, it brings the industry together and consolidates its importance as a central platform for business development, inspiration and personal encounters. To mark the anniversary, the organiser, Spielwarenmesse eG, is setting new content priorities, promoting dialogue on future topics and turning the entire exhibition center into a lively stage for the industry

Global relevance

The success story of the Spielwarenmesse reaches a special milestone with its 75th edition. In front of Entrance Mitte, the **'Walk of Play'** exhibition invites visitors to discover the most important stages in the history of the fair. What began in 1949 with the decision to found the fair quickly developed into the international gathering for the whole industry. 'More than ever, the Spielwarenmesse stands for the global market, but also for specialisation and a global network with year-round contacts,' says Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson). Specialist retailers and buyers – from traditional toy retailers to online platforms and large chain stores – benefit from a diverse range of products from 2,313 exhibitors from 68 countries. These include 488 new companies that are specifically looking to establish new business relationships at the Spielwarenmesse. Spanning 18 halls and 13 product groups, the event showcases the entire spectrum of the toy world. The anniversary will be celebrated throughout the entire exhibition grounds; exhibitors have prepared more than 30 activities, including selfie spots, interactive stations and musical performances. Highlights include Lego's



'Botanical Pop-up Experience', Kosmos' 'Exit Escape Bus' and Zapf Creation's record attempt to present the world's largest baby doll.

Action areas with fresh ideas

The strategically placed Specials at the Spielwarenmesse provide orientation for the new financial year. In the foyer at Entrance Mitte, the two **ToyTrends** exemplify pioneering drive in the toy world. 'AI Loves (to) Play' showcases toys that use AI tools or impart knowledge about them, while 'Creative Mindfulness' focuses on creative and craft skills right through to the finished object. Right next door, the **Toys for Kidults** area invites visitors to try things out and talk shop – presented in collaboration with the successful retailer Ultra Comix and the SPIEL trade fair in Essen. According to market research company Circana, the product area addresses enormous market potential: in the USA, spending on toys for consumers aged 12 and over will reach US\$13.4 billion (+12%) between October 2024 and September 2025, and in Europe €5.7 billion (+14%). Visitors will also find forward-looking products in Hall 3A in the newly designed **StartupArea**. Here, 44 exhibitors from 16 countries will present their creative ideas – including 22 newcomers from Germany. The **New Product Gallery** will showcase more than 130 different innovations, while the ToyAward, awarded across six categories, draws additional attention to winners and nominees. The award ceremony will take place on Wednesday at 11 am in the Toy Business Forum. In Hall 7A, the Special for the **Sports, Leisure, Outdoor** category will provide a dynamic atmosphere filled with test areas and activities. For example, the trending sport pickleball can be tried it out on two courts provided by the exhibitors JOOLA and Toynamics.

Deepening specialist knowledge

The Spielwarenmesse is about more than just products – it imparts industry knowledge and thrives on personal exchange. The **Toy Business Forum** in Hall 3A offers in-depth specialist knowledge with presentations on retail and toy trends, digitalisation, artificial intelligence, sustainability and kidults. Daily lunch breaks with music and food trucks also create space for conversations in a relaxed atmosphere. A variety of additional formats such as panels,



live podcasts, the ToyPitch and Exhibitors on Stage complement the stage programme. On the Wednesday, the **Value of Play Conference** will celebrate its premiere at the Spielwarenmesse, highlighting various facets of play value together with experts from 8.30 to 10.30 am in the Toy Business Forum. For model car fans, Thursday at 4.30 pm at the same location has a special experience in store: With the induction ceremony into the **Model Car Hall of Fame**, hobbyDB, the world's largest Diecast community, honours the pioneers of the model vehicle industry. Another target group will find what they are looking for in the NCC West foyer: the **LicenseLounge**, which focuses on the licensing business as a strong growth driver, and the LicenseTalks event series provides important market insights. On the Friday, the **Game Inventors Convention** (NCC Mitte, Level 1) will provide a platform for creative minds from the gaming scene. In addition to 156 participants from 22 countries, international gaming organisations such as DAU/LUDO (Spain), Festival International des Jeux de Cannes (France), PLAY (Italy) and POP Week Inventor Pitch & Innovation Conference – Chicago (USA) will also be represented for the first time, and there will additionally be a networking party in the evening.

An industry in party mood

In addition to product diversity and knowledge transfer, networking is part of the DNA of the Spielwarenmesse. Numerous formats create space for exchange in a relaxed atmosphere. New this year is **Let's Connect! – Toy Community Meetup** in Hall 2. Spielwarenmesse participants have the opportunity to get together daily between 12 pm and 4 pm in informal sessions based on unifying subject areas: Start-ups, Kidults & Fandom, Food Lovers Break, Marketing, First Timers and Long Timers, and AI in Trade and Industry. The exclusive **ToyNight** on the first day of the fair brings all exhibitors together under the motto 'Welcome to the Future'. The 15 exhibitors who were there from the very beginning will also be honoured in this festive setting. On the Thursday evening, the **RedNight** will create a lively party atmosphere with stand parties and promote exchange with industry colleagues. ToyCity Nuremberg is also involved in the anniversary celebrations: illuminations of the Imperial Castle and the Frauentor Tower will underline the festive atmosphere.



‘For the 75th time, the Spielwarenmesse is the central gathering for the industry: people from all over the world come together in Nuremberg to discover trends, take advantage of business opportunities and experience the unique “Spirit of Play”. We look forward to celebrating this anniversary with all participants – and look forward to a successful future with optimism,’ Christian Ulrich sums up.

Image material is available at www.spielwarenmesse.de/media.

22.1.2026 – sw

The product groups of the Spielwarenmesse®	Hall
Dolls, Soft Toys	1
School Articles, Stationery, Creative Design	2, 4
Wooden Toys, Toys made from Sustainable Material	3, 3A
Baby and Infant Articles	3C
Lifestyle Products	3C
Technical Toys, Educational Toys, Action Toys	2, 4, 4A, 5, 6
Electronic Toys	4A
Model Construction and Model Railways	7
Services for Trade and Industry	7
Sports, Leisure, Outdoor	7, 7A
Festive Articles, Carnival and Fireworks	9
Games, Books, Learning and Experimenting	10.0, 10.1, Foyer 10
Multi-Product Group	3A, 11.0, 11.1, 12.0, 12.2

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