



## **Spielwarenmesse 2025 sets new standards as leading global event for the sector**

- Key players and startups present innovations and trends
- Special areas act as signposts to promote the business of tomorrow
- Unique networking platform for active exchange of views

The Spielwarenmesse: in the world of toys it is the highlight of the year and an unmissable platform for business development and face-to-face encounters. Its doors are open in Nuremberg for the 74<sup>th</sup> time from 28 January to 1 February 2025. The organiser, Spielwarenmesse eG, has in place a number of innovations to respond to the future needs of the market and further reinforce the position of this leading B2B event on the international stage. Visitors will benefit from a future-orientated hall arrangement and innovative new ideas and trends, along with tailor-made Specials and networking opportunities. The live experience is very effectively supported by associated digital services.

### **Growing interest worldwide**

At the Spielwarenmesse, an impressive mix of key players, brands and startups meets with top-class visitors. The current year's figures already demonstrate that live on-site events are something that nobody in the sector feels they can afford to miss: a total of 2,354 exhibitors from 68 countries – 10% up on the previous year – presented their ranges in front of 57,000 visitors from 125 nations. "The highly international profile underlines the position of the Spielwarenmesse as the sole global event for the sector and shows that trade fairs continue to be essential venues for trade," says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. Its appeal remains undimmed: alongside the most important industry giants who use the fair as an essential marketing tool, over 430 new exhibitors bring a breath of fresh air to the exhibition centre and to individual range selections. With a total of 18 halls and 13 product groups, the fair promises an impressive experience for every trade visitor and buyer.



### **Still greater power in the halls**

The new arrangement of the site creates more space for innovations and long-term growth. School Articles, Stationery, Creative Design is moving into Hall 2, for example. This high-demand product group gathers together the entire stationery range, which has so much potential in the back-to-school and creative fields in particular. For the first time, too, consideration is given to the masterpiece of star architect Zaha Hadid. The inviting atmosphere of Hall 3C provides the ideal framework for high quality stands in two growing segments, Baby & Infant Articles and Lifestyle Products. Direct access from here to Halls 1, 2, and 3 reinforces synergies with the neighbouring categories and promotes crosstalk between them. In Hall 7, at the request of the exhibitors, the Model Railways and Model Construction category moves closer to Technical Toys, Educational Toys, Action Toys, while Services for Trade and Industry covers areas such as marketing services, packaging, cash and commerce systems, and test institutes. The Sports, Leisure, Outdoor product group is also accommodated in this hall and additionally in 7A, whose modern design, flooded with light, makes it ideal for activity areas and product presentations – and for a new 500 m<sup>2</sup> Special that invites visitors to get actively involved and try out the products.

### **Specials for every taste**

One theme of the last Spielwarenmesse that was a highlight and will again feature prominently as a Special in Entrance Mitte is Toys for Kidults. Its three areas – Collectibles, Creative Fantasy and Tabletop Games – reflect the various fields of interest of game-playing adults. Through a wide variety of live activities involving experienced games promoters and presentations in the Toy Business Forum, the trade can dig deeper into this affluent target group. The ToyTrends, too, will be taking advantage of an attractive location in Entrance Mitte. They illustrate defining themes in trends for the forthcoming trading year with concrete examples of products. The 'Toys go Green' Special is likewise positioned in a new environment: this area places sustainable toys in the limelight and shares relevant knowledge on the subject. The field of licensing is a reliable driver of turnover. The LicenseLounge, hosted by the Spielwarenmesse and BRANDmate, represents a space for face-to-face encounters and discussion



of the latest trends in licensing, in the foyer of Hall 12.0. The LicenseTalks provide new entrants, professionals, licensees and licensors with useful insights.

### **Ideas for daily business**

The Specials in Hall 3A promise valuable inspiration for visitors in selecting their product range. The New Product Gallery provides a compact overview of exhibitors' new products. This innovation hub is complemented with creative ideas by young talent from the neighbouring StartupArea and by the nominees and winning products in the renowned ToyAward. The awards will be presented live on Wednesday 29 January in the Toy Business Forum. In 2025 the presentation area of the Spielwarenmesse will be celebrating its 20<sup>th</sup> birthday and will boast a gleaming new stand design and an expanded programme, starting with the ToyPitch as part of PressDay on 28 January. Here, exhibitors will be giving media-friendly presentations of their product innovations in a series of short slots. In addition, there will be live podcasts with exciting guests and Exhibitors on Stage. During the lunch break, a richly varied stage programme and food stalls will provide opportunity for relaxed networking. In the afternoon, there will follow presentations on ToyTrends, artificial intelligence, digitalisation, sustainability and kidults. The full programme is available at [www.spielwarenmesse.de/en/toy-business-forum](http://www.spielwarenmesse.de/en/toy-business-forum).

### **Targeted networking opportunities**

Model vehicle fans can enjoy a very special moment on Thursday 30 January when, following the presentations in the Toy Business Forum, the awards for the Model Car Hall of Fame (MCHOF) will be made. This is how the diecast community of hobbyDB, the world's fastest growing database for collectibles, honours the pioneers of the model vehicle industry. On Friday 31 January, the 'Internationale Spieleerfindermesse – Game Inventors Convention' will be taking place at the Spielwarenmesse for the third time in succession. During this event and the subsequent GamingHour – on Level 1 of NCC Mitte – the focus will be on bringing together games authors, games publishers, press and content creators. There is plenty on offer for media representatives right from day 1 of the fair: for PressDay, exhibitors are invited to put the spotlight on their



new introductions with attention-grabbing activities directly at their stands. In addition, face-to-face discussions are promoted through targeted networking opportunities in a relaxed atmosphere, such as the exclusive ToyNight for exhibitors on the Tuesday evening and RedNight for everyone on the Thursday evening.

### **Efficient all-round services**

The organiser has support available for all participants, with efficient services for planning, execution and follow-up for the Spielwarenmesse. These include the Spielwarenmesse Digital platform, with its comprehensive database of exhibitors and products, an overview of the programme and various communication tools that are ideal for networking and arranging appointments. The Spielwarenmesse app is an essential aid here, offering practical functions such as lead tracking and QR code scanning for storing new business contacts. For stress-free arrival and departure, the Spielwarenmesse Bus shuttles between Munich Airport and the exhibition centre in Nuremberg between Sunday 26 January and Sunday 2 February. Bookings can be made alongside ticket purchase. Further practical benefits include reduced-price flights through our partnership with Turkish Airlines, and the fair ticket itself, which acts as a ticket on local public transport all across the Greater Nuremberg area.

“The Spielwarenmesse is the central location where future trends and business models are presented, smoothing the path into the coming year,” says Christian Ulrich. “With our helpful services, the future-orientated hall arrangement and individual networking options, we are setting new standards for the 2025 event and offering the international toy community a unique opportunity to experience live the Spirit of Play and to take an active part in shaping the future,” he concludes.

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

29 August 2024 – sw



**spielwarenmesse**

Nürnberg 28 Jan – 1 Feb 2025

**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, 28 Jan – 1 Feb 2025