



FEEL THE SPIRIT OF PLAY



spielwarenmesse

28 Jan - 1 Feb 2025

... and the adventure starts again

Number one in the world of toys

The leading B2B event
in the toy industry

International key players
and innovative startups

Large share of
decision makers



**International toy
world assembled in
one location**

**Tapping into new
markets**

**Discovering
innovative products**

Why Spielwarenmesse?



**Observing the market
and competition**

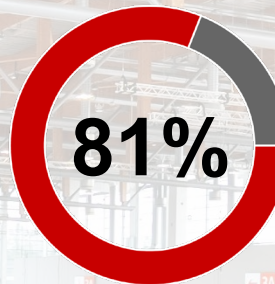
**Fostering business
contacts**

**Comprehensive range
of services for easy
fair participation**



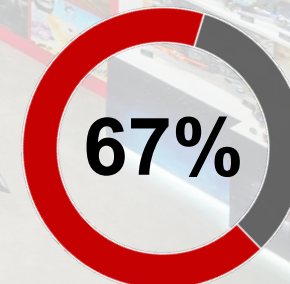
2,354 exhibitors
from **68** countries*

International
share



57,000 trade visitors
from **125** countries*

International
share



Consistent appeal

amscan®



beleduc



Carrera®



 Clementoni.



DOUDOU
Compagnie
Paris



Funrise

märklin

playmobil



HABA



>430
new exhibitors*

INJUSA

Jazwares



Moulin Roty

PartyDeco®



Ravensburger

röbies



clever mobility



Silverlit®

SIMBA · DICKIE · GROUP



TOMY





Innovations Highlights Trends

spielwarenmesse 



- Lifestyle products
- Dolls, Soft Toys
- Baby and Infant Articles
- Wooden Toys, Toys made from natural materials
- School Articles, Stationery, Creative Design
- Technical Toys, Educational Toys, Action Toys
- Electronic Toys
- Model Railways and Model Construction
- Sports, Leisure, Outdoor
- Festive Articles, Carnival, Fireworks
- Games, Books, Learning and Experimenting
- Multi-Product Group
- Services for Trade and Industry

Product diversity in 18 halls





Hall 2

Bringing together the entire stationery range in its own hall



Hall 3C

Strengthening the synergies with neighbouring categories



Hall 7

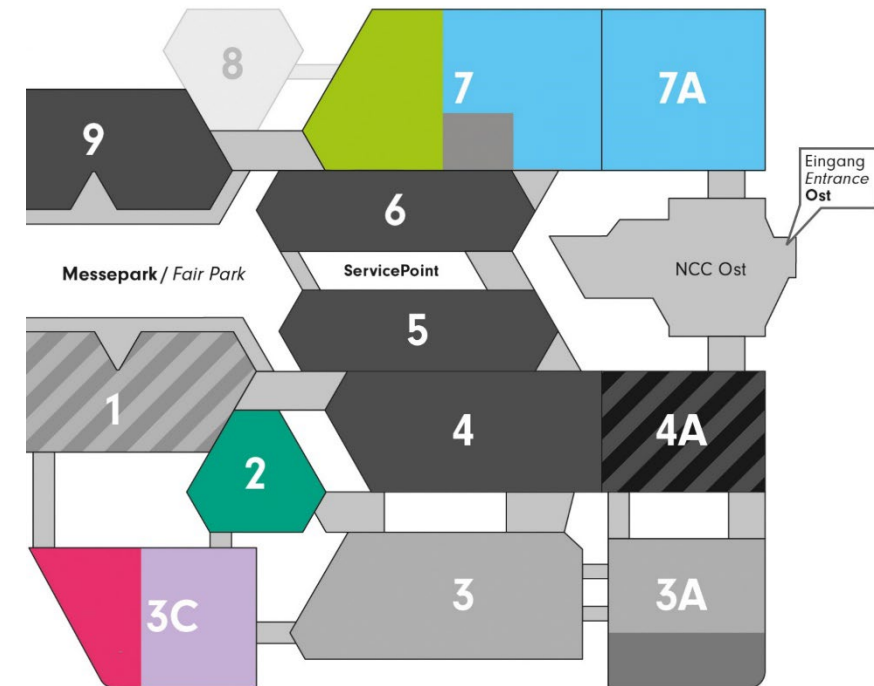
Even better integration of the product groups into the circuit of the fair



Hall 7 & 7A

More space for action areas and product presentations

Forward-looking hall arrangement



TOYS FOR KIDULTS

Product examples from the categories “Collectibles”, “Creative Fantasy” and “Tabletop Games”



Wide variety of live activities and presentations in the Toy Business Forum

NEW



Entrance Mitte

Relevant, affluent target group for the retail trade



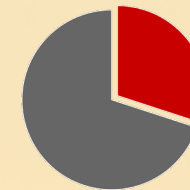
€4.5 bn

Value of the European toy market in 2023
Teens (aged 12+) and adults*



+2.5%

Growth since 2022*
(for comparison: development of the European toy market as a whole: -4%)



30%

Market share of total European toy sales*

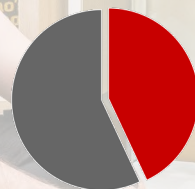
*Source: Circana

Relevant, affluent target group for the retail trade



> \$1.5 bn

Sales in U.S. toy market
First quarter 2024
Adults aged 18+*



43%

of adults in the U.S.
bought a toy for
themselves in 2023*

**Socialising
Enjoyment
Collecting**

Top reasons
for purchase*

TOY TRENDS 2025

Key trend topics for the coming business year



NEW



Entrance Mitte



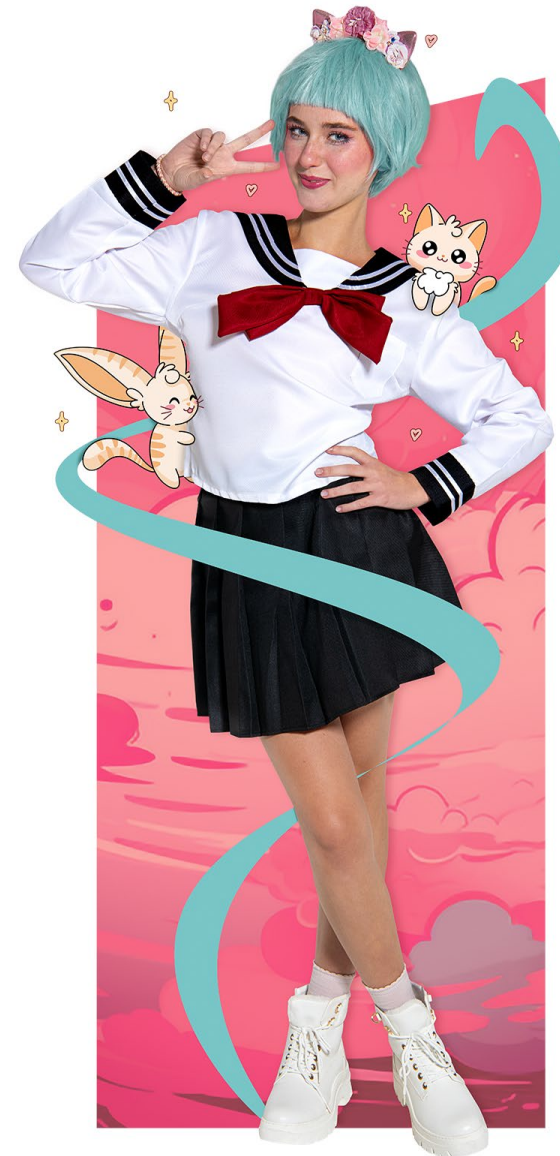
Anime and manga characters

Asian origin, but global fan base

Cute animals, figures and everyday objects (especially food)

Covers almost all categories of toys

ANIME AND FRIENDS



**HEALTHY
HEROES**



Strengthening the health of
body and mind holistically

Promoting exercise, healthy eating
and relaxation through play

Teaching self-esteem

Raise awareness of emotional, social and
mental health issues

 **TOY
TRENDS
2025**

20 years of the Toy Business Forum

**NEW**

New events in the mornings:
ToyPitch (Tue.), live podcasts,
Exhibitors on Stage

NEW

Networking Break at lunchtime

Interactive presentations on ToyTrends,
artificial intelligence, digitalisation,
sustainability, kidults and trends



Hall 3A



Innovative products and young talent  Hall 3A





TOYS[®] GO GREEN

Sustainable toys in the spotlight

Information on the topic of sustainability



Hall 3C





NEW

SPECIAL

Highlights from the Sports, Leisure,
Outdoor category

Testing Area: big playing area
and test track with obstacles
for ride-ons



Hall 7A



LICENSE LOUNGE

hosted by Spielwarenmesse & BRANDmate



Place-to-be for networking and discussion on current trends in the licensing sector

LicenseTalks: valuable insights into the world of licensing



Foyer
Hall 12.0

NEW



Networking

spielwarenmesse 

Spielwarenmesse experience



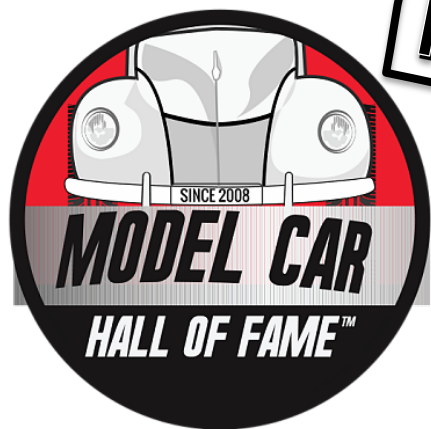
 **TOY NIGHT**



Tuesday,
28 Jan 2025



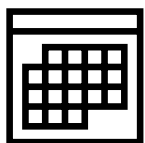
Thursday,
30 Jan 2025



NEW

managed by
hobbydb

Honouring pioneers of the
model vehicle industry



Induction ceremony on
Thursday, 30 Jan 2025



Toy Business Forum,
Hall 3A

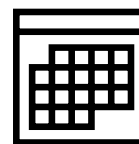




INTERNATIONALE **SPIELEERFINDERMESSE** Game Inventors Convention

THE platform for game designers, game publishers, press and content creators

Valuable networking and exchange of ideas at the GamingHour



Friday, 31 Jan 2025



NCC Mitte, Level 1, Foyer,
Brussels Hall, Munich Hall

Our services

spielwarenmesse 





Effective preparation and follow-up with Spielwarenmesse Digital

Exhibitor and product database with a number of search and filter options

Comprehensive communication tools for networking and arranging appointments

Perfect companion: Spielwarenmesse App

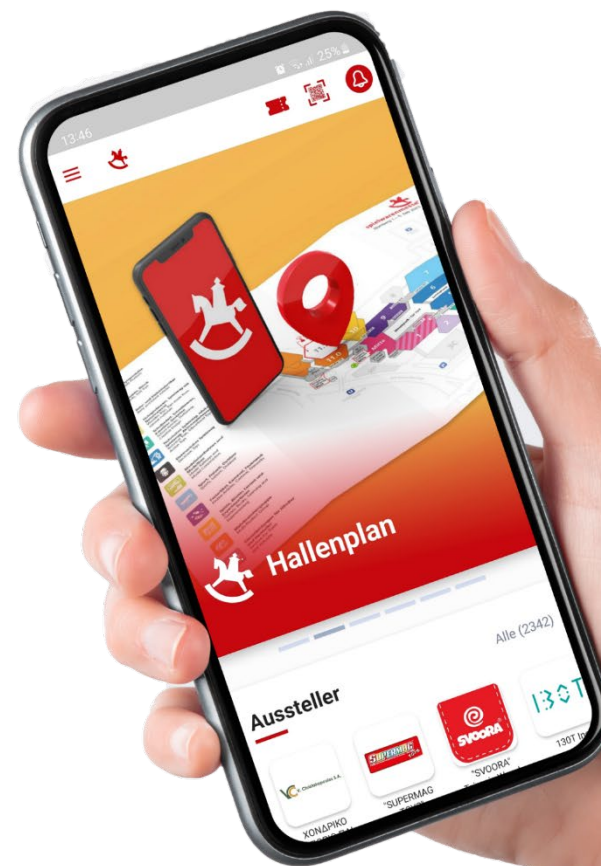
All information on exhibitors,
Specials and supporting programme

Hall plans and convenient
navigation function

Save new business contacts
directly in your address book using
QR code

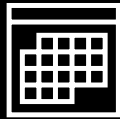
Integrated lead scanning
of e-tickets

NEW





Services for media representatives



Save the Dates

23 Jan 2025: Main Press Conference livestreamed on Spielwarenmesse Digital

28 Jan 2025: PressDay with new ToyPitch

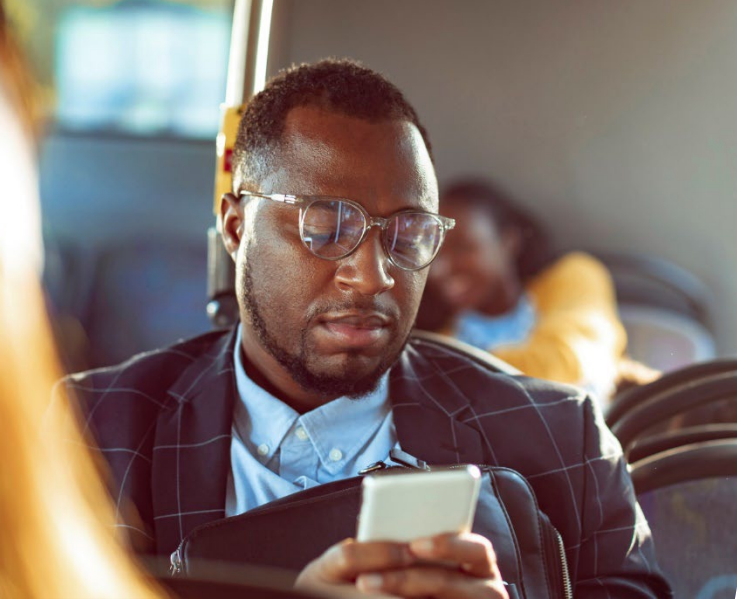
29 Jan 2025: ToyAward ceremony and guided tour of StartupArea



Services

What's New Guide: Innovations report with product highlights

Press boxes: In the Press Center Ost and on Spielwarenmesse Digital



Your travel to Spielwarenmesse

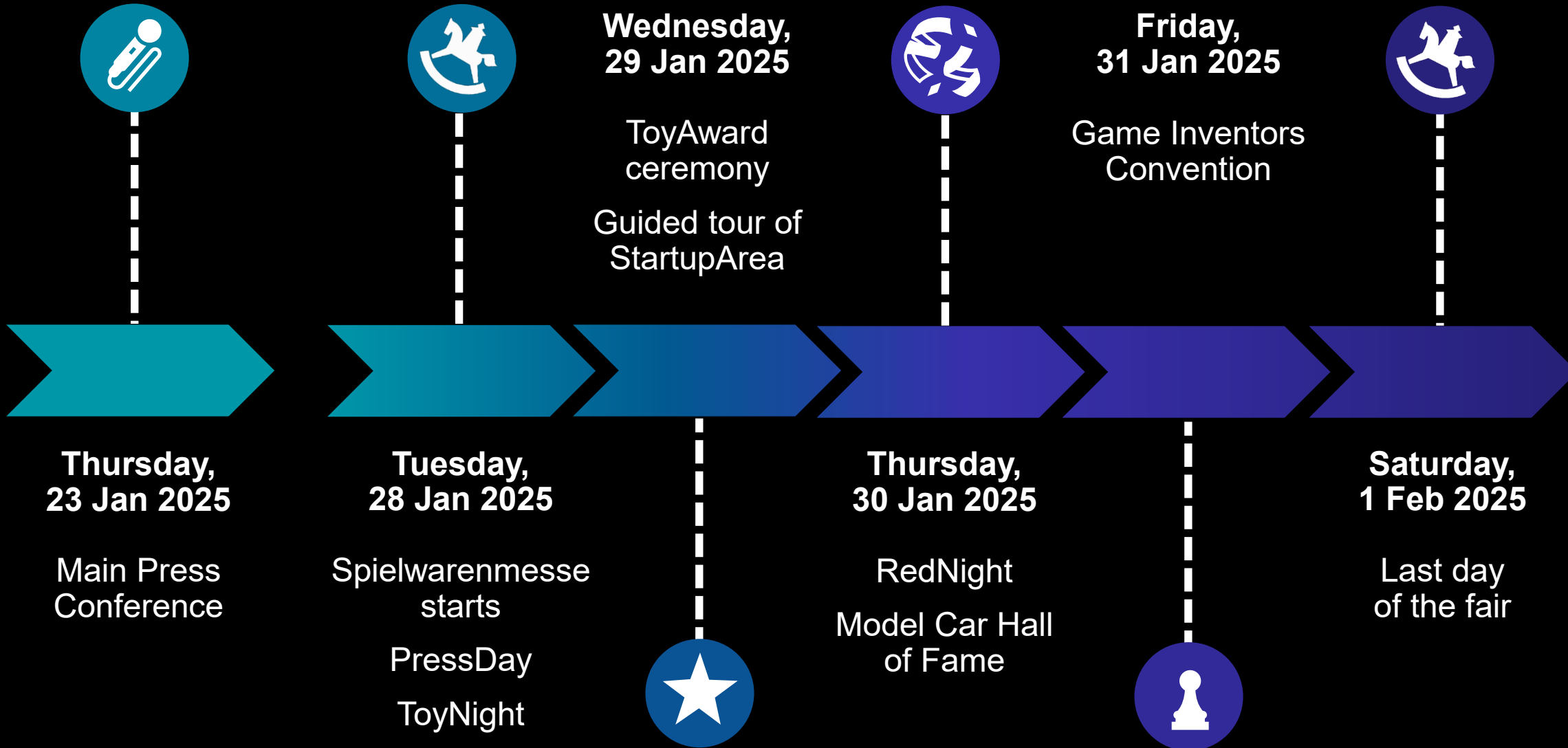
Partnership with Turkish Airlines

Spielwarenmesse Bus: Munich Airport ↔ Nuremberg Exhibition Centre

Fair ticket = Ticket for public transport in the greater Nuremberg area

NEW

Lower-priced accommodation for the second half of the fair



Concise information for exhibitors,
visitors and media



SCAN
ME

Presentation: “Global Toy Market
Overview” by Frédérique Tutt,
Global Industry Advisor for the
Toy Category, Circana
(Video in English)

Global Toy Market Overview by Circana

**\$109
bn**

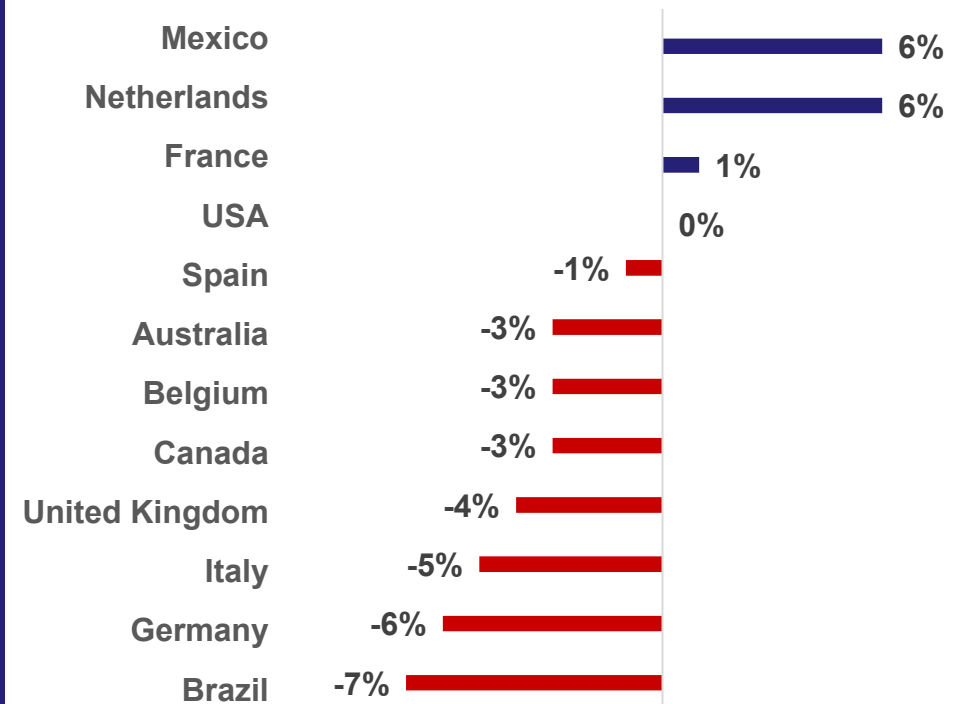
Size of the global toy market in 2023

Compound Annual Growth Rate (CAGR) since 2018

+ 3.3%

Toy industry development

(% Value Change vs. YGO)



More insights: Presentation by Frédérique Tutt, Global Industry Advisor for the Toy Category, Circana (Video in English)

spielwarenmesse 

SPIEL
Essen 

BRAND
M/TE BRAND UTOPIA
NETWORK BOOST EVENT

kids india 

 **WORLD
OF TOYS**
by Spielwarenmesse eG

The Global Toy Platform

Spielwarenmesse eG 

... your cooperative partner



World's largest consumer trade fair for board games

More than 900 exhibitors from over 50 countries

204,000 visitors



23 – 26 Oct 2025



Essen

B2B networking event for licensing, brand partnerships and collaborations



25 – 26 Jun 2025



Essen



Successful co-operations:
BRANDbabies

India's leading trade fair for toys, children's products and sports goods



September 2025



Mumbai





®

**WORLD
OF TOYS**

by Spielwarenmesse eG



Hong Kong Toys & Games Fair



6 – 9 Jan 2025

Toy Fair New York



1 – 4 Mar 2025



Tokyo Toy Show



28 – 31 Aug 2025

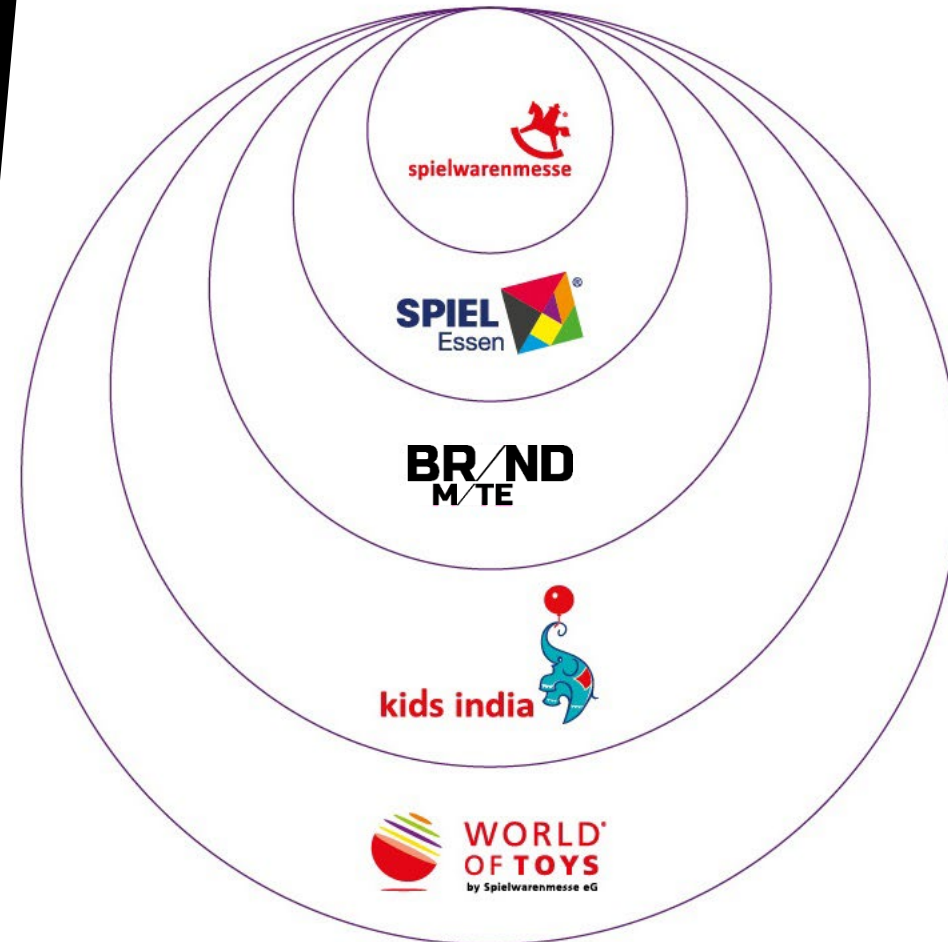


World's largest professional toy community

343,000
visitors

3,550
exhibitors

240,000 m²
exhibition space



Worldwide
B2B

Worldwide
B2C

License
Business

Growth
Market

International
Presence



spielwarenmesse

www.spielwarenmesse.de

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