



# FEEL THE SPIRIT OF PLAY



spielwarenmesse

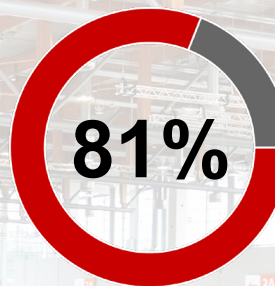
**28 Jan - 1 Feb 2025**

... and the adventure starts again



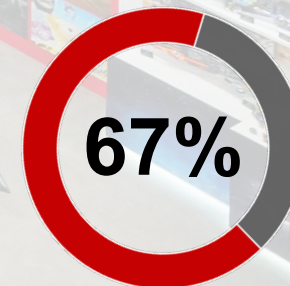
**2,354** exhibitors  
from **68** countries\*

International  
share



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

International  
share



\*Spielwarenmesse 2024

# Consistent appeal

amscan®



beleduc



Carrera®



 Clementoni.



Funrise

märklin

playmobil



HABA



>430  
new exhibitors\*

INJUSA

Jazwares



Moulin Roty

PartyDeco®



Ravensburger

röbies



clever mobility



Silverlit®

SIMBA · DICKIE · GROUP



TOMY





# Innovations Highlights Trends



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

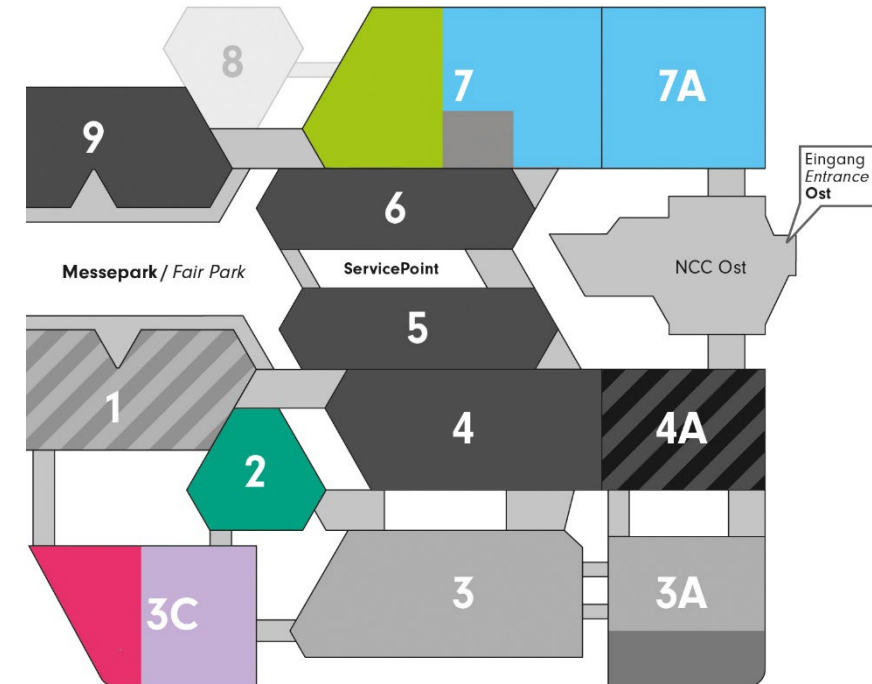
Even better integration of the product groups into the circuit of the fair



## 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



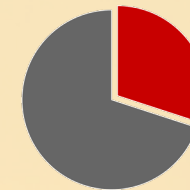
**€4.5 bn**

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\*

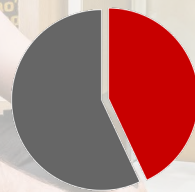


# Relevant, affluent target group for the retail trade



**> \$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



Entrance Mitte

**NEW**



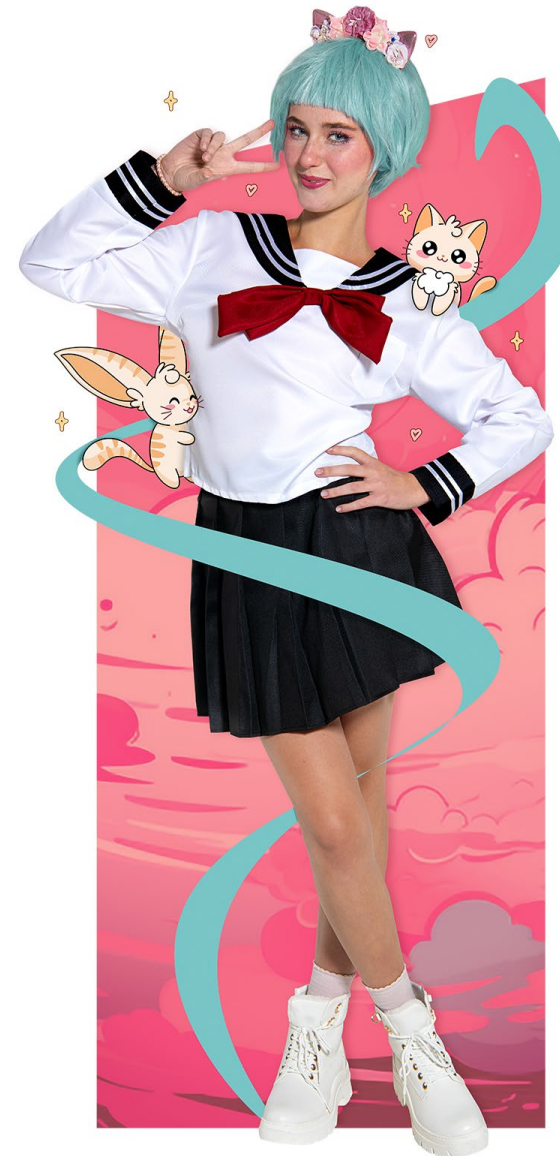
Anime and manga characters

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<sup>®</sup> 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**



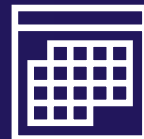
# Networking

spielwarenmesse 

# Spielwarenmesse experience



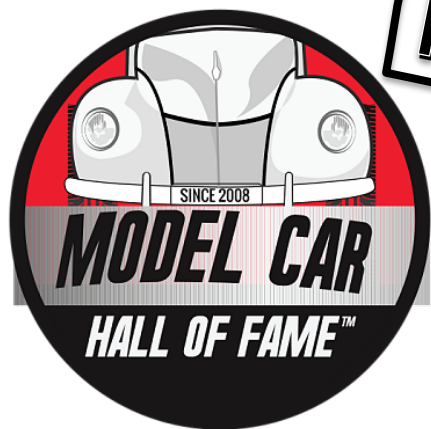
 **TOY NIGHT**



Tuesday,  
28 Jan 2025



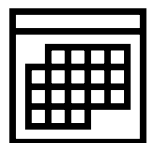
Thursday,  
30 Jan 2025



**NEW**

managed by  
**hobbydb**

Honouring pioneers of the  
model vehicle industry



Induction ceremony on  
Thursday, 30 Jan 2025



Toy Business Forum,  
Hall 3A

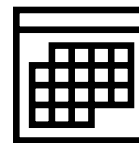




# INTERNATIONALE **SPIELEERFINDERMESSE** Game Inventors Convention

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

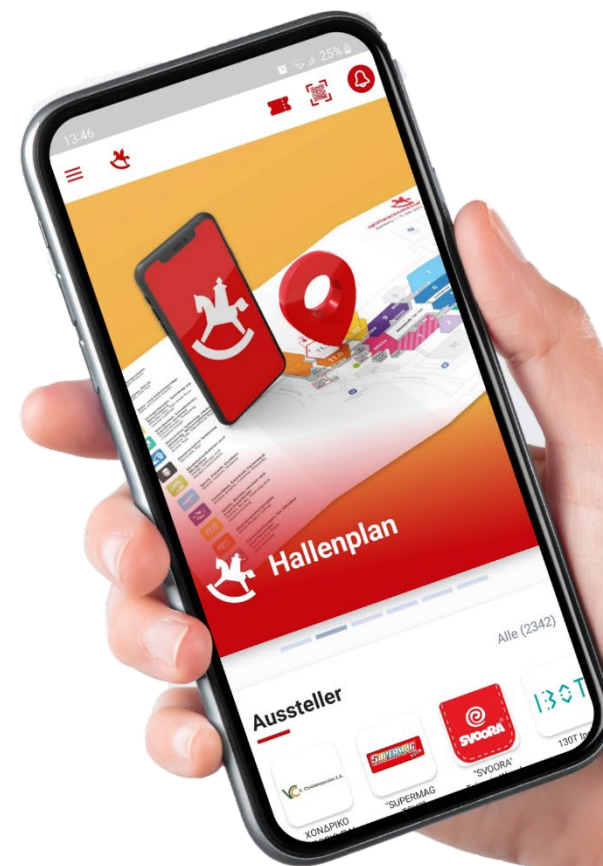
All information on exhibitors,  
Specials and supporting programme

Hall plans and convenient  
navigation function

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

Integrated lead scanning  
of e-tickets

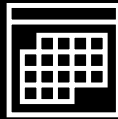
**NEW**







# 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

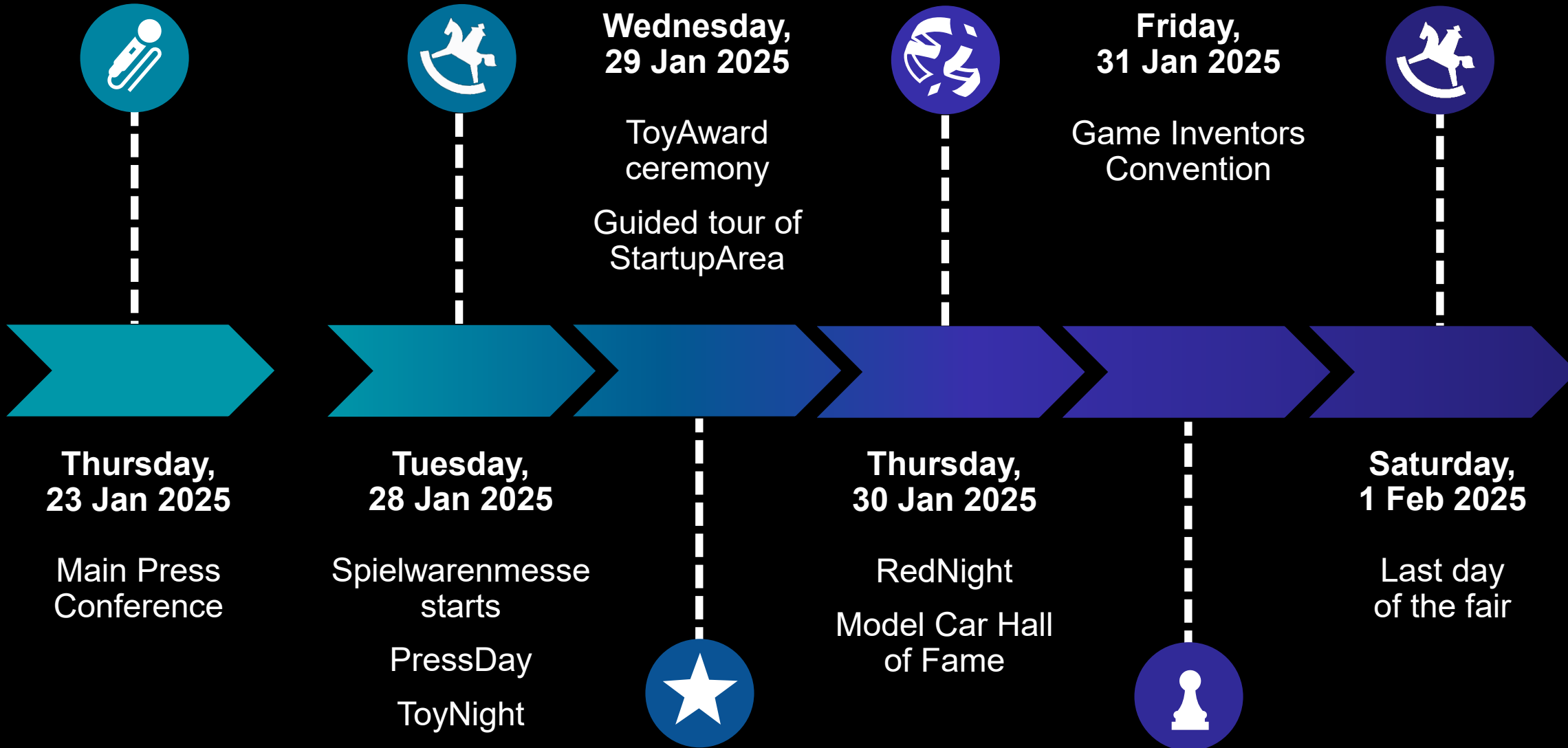
Partnership with Turkish Airlines

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



spielwarenmesse 

**SPIEL**  
Essen 

BRAND  
M/TE  
BRAND UTOPIA  
NETWORK  
BOSS 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



October 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



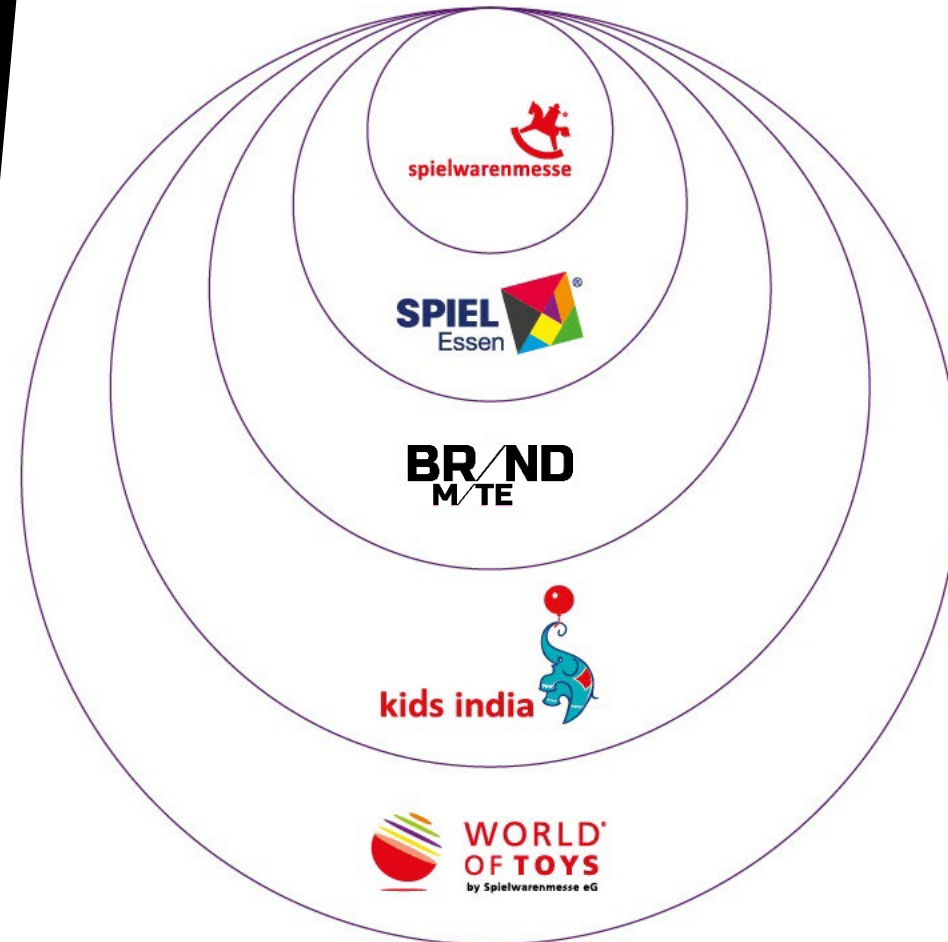
28 – 31 Aug 2025

# World's largest professional toy community

**343,000**  
visitors

**3,550**  
exhibitors

**240,000 m<sup>2</sup>**  
exhibition space



Worldwide  
B2B

Worldwide  
B2C

License  
Business

Growth  
Market

International  
Presence



**spielwarenmesse**

[www.spielwarenmesse.de](http://www.spielwarenmesse.de)

# Your local contact

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spielwarenmesse®

Mitte Eingang Entrance

FEEL THE SPIRIT OF PLAY



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