



Pop culture meets a sense of wellbeing: Inspiring ToyTrends for Spielwarenmesse 2025

- Two new trends: 'Anime & Friends' and 'Healthy Heroes'
- Perfect position: New central location at Eingang Mitte

From 28 January to 1 February, Nuremberg will again become the centre of the global toy sector. The international TrendCommittee, together with the Spielwarenmesse team, has identified two ToyTrends for the coming year: 'Anime & Friends' and 'Healthy Heroes'. Relevant product examples will inspire trade visitors at their prominent position in Eingang Mitte, the central entrance. The ToyTrend presentations at the Toy Business Forum in Hall 3A will complement these with valuable additional information to help with range planning.

Fascinating world of Anime and Manga

The world of Anime and Manga characters resonates not only with children but with all other age groups too. The figures have status with fans and thus have an influence on pop culture and on a vast range of media including, for example, TV, video games, merchandise and, of course, toys. The ToyTrend 'Anime & Friends' displays products and licensing themes for children and teenagers from the field of Anime and Manga. Toys designed in the Japanese kawaii (Japanese for sweet or cute) style are also covered here. Figures with characteristically large eyes like Hello Kitty, including for example a smiling plush avocado, can similarly be found in this genre.

Improving wellbeing through the enjoyment of play

The ToyTrend 'Healthy Heroes' strengthens children in body and mind, uniting movement, mindfulness and healthy eating in one experience. The aim here is to arouse a consciousness of physical fitness in conjunction with emotional, mental and social health. At its heart are products that foster relaxation, meditation and physical activity, thereby promoting enjoyment and good mood. It seeks to strengthen a sense of self-esteem and self-confidence, and to encourage the



expression of emotions, needs and indeed fears. Promoting healthy eating habits is a further element of this trend.

Discover and inform

The ToyTrends not only reflect current developments in the toy sector but also pick up on global societal issues. In the freshly designed, attention-grabbing Special Area at Eingang Mitte, the trends are illustrated with inspiring products on individual topic islands. It is a Special that invites visitors to discover and try out for themselves. At the Toy Business Forum in Hall 3A on the Tuesday and Thursday, trend expert Reyne Rice from the USA will be providing valuable insights into the 2025 ToyTrends. Full information on the subject can be found at www.spielwarenmesse.de/en/toytrends.



Professional Studio Manga, Buki France (France), Hall 4/C-05

www.bukifrance.com

With a set consisting of a drawing pad, various pens and stencil sheets, 25 mangas can be coloured and designed.



Naruto Uzumaki Easy-Click-System, Carrera Revell (Germany), Hall 12.2/P-13

www.carrera-revell.com

By piecing together the multi-coloured, precisely manufactured components, an approximately eleven cm tall figure of the main character Naruto Uzumaki from the anime series of the same name is created. The innovative Easy-Click System ensures quick success and stability.



Pokémon Snorlax Plush Backpack, C y P Brands Evolution (Spain), Hall 2/C-30

www.cypbrands.com

This backpack in Pokémon design is made of soft plush fabric and has adjustable and detachable handles.



Papier Weaving, DruckDesign Frank Gebhart (Germany), Hall 3A/B-01

www.basteltiger.shop

This craft kit consists of strips of paper that are woven into a die-cut sheet. This creates a unique picture with a woven structure.



One Piece Mystery Minis, Funko (United Kingdom), Hall 12.0/B-08-1, D-11-1

www.funkoeurope.com

Mini collectible figures with characters from the anime series "One Piece".





Satoru Gojo – Jujutsu Kaisen, Funko (United Kingdom), Hall 12.0/B-08-1, D-11-1

www.funkoeurope.com

Funko presents a collector's figure of the magician teacher Satoru Gojo from the anime series 'Jujutsu Kaisen'.



Gaara – Naruto, Funko (United Kingdom), Hall 12.0/B-08-1, D-11-1

www.funkoeurope.com

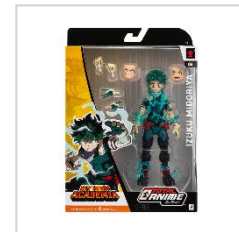
This collectible figure represents the character Gaara, who initially appears as an antagonist in the anime series 'Naruto', but later changes sides.



Total Anime 6" Action-Figure, Jazwares (Germany), Hall 4A/C-22, D-21

www.totalanime.jazwares.com

Total Anime produces fully articulated action figures from the most popular anime series. They have a high level of detail as well as interchangeable hands, faces and accessories.



Yummis Bubble Tea, Joy Toy (Italy), Hall 4/A-80

www.joy-toy.com

Yummis Bubble Tea is a 22 cm plush cushion that looks like a cup of bubble tea.



Bubble Tea, Juguetes Cayro (Spain), Hall 10.0/F-21

www.cayro.es

The aim of this card game is to make as many tasty bubble tea blends as possible.



Plush Toys, Linzy Toys (USA), Hall 1/F-08

www.linzytoys.com

These kawaii-style plush figures depict popular sushi dishes.





One Piece Going Merry Light-Up Alarm Clock, Madcow Entertainment (France), Hall 12.0/D-04

www.teknofun-entertainment.com

This alarm clock in the design of the anime series 'One Piece' can be illuminated and displays the time, date and room temperature.



Bulbasaur Light Scene, Madcow Entertainment (France), Hall 12.0/D-04

www.teknofun-entertainment.com

This bedside lamp in Pokémon design can light up in two different ways – constant or pulsating.



YuMe Jujutsu Kaisen Mystery Capsules, Maxx Marketing (Hong Kong), Hall 12.0/F-13

www.yumetoys.com

The Eight Secret Capsules contain various characters from the anime series 'Jujutsu Kaisen'. Each box consists of an action figure and base with connecting element as well as key rings and talismans.



Dotzies Neon Anime Girls, Needleart World (Cyprus), Hall 10.0/H-08

www.diamonddotz.com

'Dotzies' are stencils onto which you can glue sparkling neon beads. Each pack contains four pictures.



Mymochi, Nici (Germany), Hall 1/E-04, F-04

www.nici.de

These 27 cm tall plush figures are available with interchangeable costumes and other accessories for cuddling, collecting and swapping.



Okto Sensory Art – 3D Anime Pictures, Okto Family Group (Ukraine), Hall 4/A-13

www.oktoclay.com

This new collection features four anime motifs of the four elements. Each Sensory Art set contains a canvas on which a motif is applied with air-drying clay.





Avatar Legends – Das Rollenspiel: Einstiegsbox, Pegasus Spiele (Germany), Hall 11.0/FY-06

www.pegasusshop.de

The fully equipped box serves as an introduction to the role-playing game 'Avatar Legends' and contains all the necessary materials.



Dragon Ball Soft Toys, Play by Play Toys & Novelties (Spain), Hall 1/B-01, C-02

www.playbyplaytoys.es

Made from high-quality materials, these plush figures depict the main characters from the anime series 'Dragonball'.



Hello Kitty Soft Toys, Play by Play Toys & Novelties (Spain), Hall 1/B-01, C-02

www.playbyplaytoys.es

This plush toy collection showcases the famous 'Hello Kitty' character in various costumes.



Wooden Theatre Naruto, Red Robin Design (Belgium), Hall 2/B-01

www.redrobindesign.be

With this DIY wooden kit, you can put together various iconic scenes from the anime series 'Naruto'.



Wa-Gu-Mi One Piece Thousand Sunny, Red Robin Design (Belgium), Hall 2/B-01

www.redrobindesign.be

This DIY set contains laser-cut parts for a 3D model of the pirate ship Thousand Sunny from the anime series 'One Piece'.



One Punch Man 1974 Mazda RX-3 1:24, Simba-Dickie-Group (Germany), Hall 6/C-03, C-09

www.jadatoys.de

This set consists of a model car with opening doors and a seven cm tall figure from the anime series 'One Punch Man'.





Naruto 2001 Honda S2000 1:24, Simba-Dickie-Group (Germany), Hall 6/ C-03, C-09

www.jadatoys.de

The high quality collector's box contains a Honda model car and an action figure from the anime series 'Naruto'. The doors, hood and trunk of the 1:24 scale model car can be opened.



Hunter X Hunter Figures 2,5", Wave 1, Simba-Dickie-Group (Germany), Hall 6/C-03, C-09

www.jadatoys.de

Fans of the anime series 'Hunter X Hunter' will find metal figures of the four main characters with this series.



Drawing Manga, Spicebox Product Development (Canada), Hall 5/A-89

www.spiceboxbooks.com

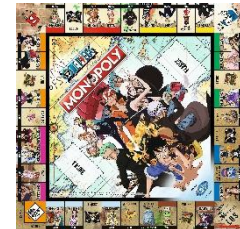
With this box, manga beginners learn how to draw their own comics. Each box contains drawing materials, a practice pad and a project book.



Monopoly One Piece, Winning Moves (Germany), Hall 10.0/G-16

www.winningmoves.de

This game is a variation on the classic Monopoly game with elements from the anime series 'One Piece'.



Top Trumps Quiz One Piece, Winning Moves (Germany), Hall 10.0/G-16

www.winningmoves.de

The aim of this quiz is to answer correctly as many questions as possible about the main characters of the anime series 'One Piece'.



Hello Shinbi AI, XOPlay (Republic of Korea), Hall 4A/C-01

www.smartstore.naver.com

Hello Shinbi AI is a character from the anime series 'Shinbi Apartment'. The figure is equipped with voice input and artificial intelligence. It has been developed for interactive learning or entertainment.





Yogitier, 8samsam Yogitier Fei Schäfer (Germany), Hall 3A/D-06A
www.yogitier.de

This sustainable children's yoga mat in the shape of an animal brings movement, imagination and joy into everyday life. It has been developed specifically for the needs of children and is designed to help them practise yoga and build inner strength and conscious relaxation.



Yoga-Memo made of wood, 8samsam Yogitier Fei Schäfer (Germany), Hall 3A/D-06A
www.yogitier.de

18 exciting exercises to teach children yoga in a playful way. Each card shows an exercise with the corresponding animal name and an illustration.



Emotio, Atomo Games Editorial (Spain), Hall 10.0/F-17
www.atomo-games.com

Emotio is a party game developed by a psychologist that promotes emotional intelligence. The aim is to strengthen acceptance and communication in order to develop self-esteem, empathy and social skills and support personal development.



Balance Play, BaaVi (Czech Republic), Hall 3A/D-20
www.baavi.cz

Balance Play is a wooden movement toy that offers long-lasting fun for children of all ages thanks to its variability. While playing, they develop motor skills and creativity in a natural way, train movement coordination and strengthen their muscles.



Meine erste Farm, Franckh-Kosmos (Germany), Hall 10.0/G-02
www.kosmos.de

Home farming with Judith Rakers: growing vegetables, sowing and harvesting as you wish. This sturdy mini raised bed is the perfect introduction to self-sufficiency.





Judiths kleine Farm, Franckh-Kosmos (Germany), Hall 10.0/G-02
www.kosmos.de

The garden set offers an interactive way to learn about gardening through play. It contains instructions to support families. It teaches the basics of biology, nature and the environment in a vivid way.



Homefarming – Das Spiel, Franckh-Kosmos (Germany), Hall 10.0/G-02
www.kosmos.de

This board game invites two to four players to cultivate a small garden together, with helpful information that can also be used in the real garden.



E1219 – Intelligent Balance Board, Hape International (China), Hall 3A/E-19, G-26
www.hape.com

This intelligent balance board has three play modes to promote fitness, balance and gross motor skills.



furReal Daisy, die Yoga-Ziege – interaktives Spielzeug, Just Play (United Kingdom), Hall 6/C-11
www.justplayproducts.com

This lifelike, interactive toy goat has more than 60 sound and movement combinations to teach children about yoga in a playful way.



Kendama, Krom Kendama (Denmark), Hall 7/C-95
www.kromkendama.com

KROM Kendama is a dexterity game made of wood and promotes movement, mindfulness, balance, focus and coordination.



Activity set with SEL play figures, Learning Resources (United Kingdom), Hall 5/B-06, C-05
www.learningresources.co.uk

This set helps children to recognize, name and understand different emotions. With the help of the 18 task cards, feelings can be discussed in a playful way and empathy can be encouraged.





Schildkröt Kids Balance Board, MTS Sportartikel/Schildkröt (Germany), Hall 7A/C-08

www.schildkroet-sport.com

The Schildkröt Balance Board is a piece of sports equipment for children aged four and over that combines balance training with fun. The integral ball maze is a challenge and motivation for young and old alike, training body awareness and coordination along the way.



Face construction kit, Plan Creations/Plan Toys (Thailand), Hall 3C/B-19

www.th.plantoys.com

This set makes it possible to put faces together and express emotions. This activity encourages creativity, social play and conversation. It stimulates emotional intelligence and uses sustainable materials to raise environmental awareness.



My First, Scoot & Ride (Austria), Hall 3C/B-24

www.scootandride.at

Babies can start to gain experience of mobility with this baby sleigh. The wheels can be removed initially so that even the youngest children can climb around on them.



Highwaykick 1 Push and Go, Scoot & Ride (Austria), Hall 3C/B-24

www.scootandride.at

The Highwaykick 1 Push and Go is equipped with a removable push bar for parents. This means that children aged one to three years can be pushed sitting or standing.



Animal Yoga, SES (Germany), Hall 5/A-01

www.ses-creative.com

With this set, children can try out 27 yoga poses that actively promote balance, strength, concentration and relaxation. By spinning a wheel and drawing cards, exciting challenges are created – from the relaxed sloth pose to the supple cat pose.



Disney Snuglets Wellbeing Pooh, 40 cm, Simba Toys (Germany), Hall 6/C-03, C-09

www.simbatoy.com

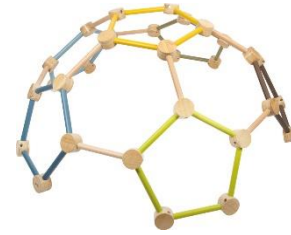
The 40 cm tall Winnie the Pooh invites you to relax with his soft plush body and red sleeping cap. His slightly weighted body provides a calming effect when he is placed on the body.





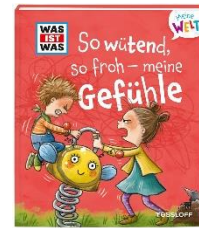
Kletterkuppel 'Adventure', Small Foot (Germany), Hall 3/C-30, D-31
www.b2b.small-foot.de

Whether as a climbing frame or a secret hiding place – this geometric climbing dome offers many opportunities to develop motor skills, balance, strength and coordination by combining movement and fun.



Was ist Was Meine Welt. So wütend, so froh – meine Gefühle, Tessloff Verlag (Germany), Hall 10.0/E-02
www.tessloff.com

This cardboard picture book for children aged two and over uses emotional, funny illustrations to show everyday emotional situations and helps children to recognize themselves and understand their own feelings.



Meine Superkräfte, The Happy Gang (Portugal), Hall 10.0/21
www.thehappygang.com

This set of 30 illustrated cards presents 'real' superpowers that encourage and motivate children. Exploring them together helps to develop a healthy awareness of themselves and their environment and to promote life skills.



Lass uns reden über Emotionen!, The Happy Gang (Portugal), Hall 10.0/21
www.thehappygang.com

This set of 32 cards and an accompanying booklet creates a playful and educational opportunity to promote emotional intelligence. It helps children from the age of three to recognize, express and moderate their feelings.



der.Wackler, TicToys (Germany), Hall 3A/G-06
www.tictoys.de

der.Wackler made of environmentally friendly cork combines a spinning top, seat cushion and balance board. It playfully promotes balance, concentration and coordination and strengthens the muscles.



Tualoop, TicToys (Germany), Hall 3A/G-06
www.tictoys.de

This sustainably manufactured ring toss game promotes movement and skill and can be used in the garden, park or on the beach.





spielwarenmesse

Nürnberg 28 Jan – 1 Feb 2025

Set Gesunde Ernährung, magnetisch, 61-teilig, Time Texhermedia (Germany), Hall 4/D-03

www.timetex.com

Children learn about healthy eating with the magnetic food pyramid by classifying foods into different categories.



Nebulous Stars – Beruhigender Squishy, Tween Team (Canada), Hall 3A/E-17

www.nebulousstars.com

The plastic figures from the 'Animoulous' series provide playful relaxation and stress relief by squeezing and kneading.



Yvolution Twista Skates, Yvolve Sports Yvolution (Ireland), Hall 7/A-91, B-90

www.yvolution.com

The Twista Skates offer a flexible way for children to gain their first experience of skating. They can be easily switched from inline to learning mode, allowing different levels of practice.



Yvolution Fliker C5, Yvolve Sports Yvolution (Ireland), Hall 7/A-91, B-90

www.yvolution.com

The Yvolution Fliker C5 enables dynamic movements like carving. The drift scooter promotes motor skills and coordination, encourages active movement and inspires outdoor activities.



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

January 2025 – sr/seb

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