

Spielwarenmesse 2027: Anticipate strong Specials and prominent brands

- Returning Specials continue to inspire the international trade audience
- New product group 'Manufacturing Services' broadens the offering

The Spielwarenmesse offers a wide range of opportunities for a successful trade fair: from strengthening brand presence to acquiring new customers and shaping trends. Preparations for the toy industry's next world-leading event are already in full swing. Interested companies can still register until the end of July 2026. From 2 to 6 February 2027, exhibitors and trade visitors can expect high-visibility Specials, an optimal hall structure for efficient overviews and cross-product-group synergies. Formats first introduced in 2026, including the Meetingspaces for confidential customer talks, the Toy Community Meet-Up and numerous exhibitor activities, will also be returning in 2027, ensuring an engaging trade-fair experience for the entire toy community.

High-profile Specials

The Specials at Spielwarenmesse are important orientation points for discovering trends and reaching new target groups. Products are staged effectively within the attention-grabbing themed areas. On-site trial opportunities allow retailers to experience products first-hand, and exhibitors can present their creations directly to their target audience. The Special Sports, Leisure, Outdoor invites visitors to try ride-ons, scooters and balls. Established formats such as ToyTrends, Kidults, the New Product Gallery and the Toy Business Forum will also be part of the event, as will the LicenseLounge as a central hub for licensing topics. The coveted ToyAward will once again be presented across six different categories in 2027.

Structured variety

Thoughtful hall planning and thematically clear product groups ensure efficiency and an overview across the exhibition grounds. The targeted placement of related segments creates short distances, promotes synergies and makes it easier for the trade audience to navigate and to search for relevant product categories. New for 2027: the 14th product group 'Manufacturing Services' expands the Spielwarenmesse portfolio. Located in Halls 11.0 and 11.1 together with the

Multi-Product Group, it focuses on the manufacturing and production of goods and the associated processes; from product design and prototyping to raw materials and production, toy manufacturers will find OEM, ODM and OBM partners as well as suppliers for their product development.

Strong brands, growing exhibition areas

A new three-year contract period for the permanent stands in Hall 12.2 has been agreed, effective from 1 July 2026, providing further planning certainty. Key players such as Lego, Zuru, and MGA Zapf Creation are increasing their presence with significantly expanded stand areas. TigerHead Toys from Spain is also a new exhibitor among the participants in Hall 12.2. In addition, Spielwarenmesse eG has welcomed Asmodee, another leading company from the toy industry, as a new member of the cooperative. New exhibitors can still register until the end of July 2026. Young companies benefit from dedicated support and tailored services in the StartupArea. The Young Innovators programme gives up-and-coming brands a professional platform and gives the specialist trade insights into future innovations. All registered exhibitors benefit from extensive, free participation opportunities – including the application for the ToyAward, participation in the ToyPitch with short presentation slots for new products on PressDay, and the presentation of new products in the digital What's New Guide, a compact collection of new launches for the trade.

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

20 July 2026 – sr

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, 2 – 6 Feb 2027