

Strong brands, great variety: The 2027 Spielwarenmesse showcases the full spectrum of the industry

From long-standing industry players to new market entrants, the majority of exhibitors for the **Spielwarenmesse** have already secured their spots! The international toy industry will once again come together in **Nuremberg** from **February 2 to 6, 2027**. More than 2,000 companies will showcase their products and new releases across 18 halls. Alongside well-known names, new exhibitors and returning participants will also enrich the industry's event of the year. They broaden the range of options available to retailers and buyers by offering additional perspectives, innovative approaches, and new ideas.

From wooden toys and model kits to electronic toys and board games: With 14 product groups, the Spielwarenmesse showcases the full spectrum of the international toy market. Trade visitors gain a comprehensive overview of current trends and various market segments. The diversity of the trade show is also reflected in the participation of established companies and brands. These include, for example, Djeco, Haba, and Janod in the wooden toy sector; Märklin and Tamiya in model building; and Bandai, Jazwares, and Spin Master in electronic toys. In the board game sector, companies such as Asmodee, Clementoni, Funko, Kosmos, and Ravensburger are represented.

The growth in the number of new companies demonstrates just how dynamically the industry is evolving. In the product category of Wooden Toys and Toys made from Sustainable Materials, Kidzpiration, Tara Treasures, and Turrim are exhibiting at the trade show for the first time. Frosted Games rounds out the offerings in the Games, Books, Learning and Experimentation category, and Airpitch International and X Block are further broadening the Sports, Leisure, Outdoor product category. In addition, several companies are returning to the Spielwarenmesse after a hiatus, including Faller, Hudora, Puky, and Toymiso. "Spielwarenmesse is the most important platform for new products, networking, and expertise. Its unique character is shaped by the mix of established companies and new market

entrants, who bring fresh momentum to the industry,” emphasises Christian Ulrich,
Member of the Executive Board at Spielwarenmesse Group (Spokesperson).

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

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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