Press Release

spielwarenmesse
Nürnberg 2 – 6 Feb 2027

Toy Business Forum 2027: All highlights at a glance

- Discover the complete programme now
- Top topics: AI, Kidults, Trends and Licenses

Five trade fair days, over 50 slots, exciting industry trends: The Toy Business Forum at Spielwarenmesse 2027 offers a comprehensive programme from 2 to 6 February, which is now available to view online. Whether presentations, panel talks, live podcasts or Exhibitors on Stage, the 2027 programme is as diverse as the industry itself, spanning everything from AI and Kidults to sustainability and current trends. The LicenseTalks provide insights into current developments in the licensing business on the Tuesday and Thursday. Complementary to the presentation programme, networking breaks and after work offerings provide the perfect setting to connect with the Toy Community.

Strong industry insights

In Hall 3A, more than 60 international experts bring a programme for every target group to the stage. Five presentations are dedicated to the rapidly growing Kidults market, featuring a lecture by Stefan Will on strategies for specialist retailers on the Wednesday and an international KidultsTalk with Carol Rapp, Jean Youn and Collin Croome on the Thursday. Trade expert Marilyn Repp and industry insider Christian Krömer look into the future of toy retail in the talk "Store 2030" on the Wednesday, while toy professional Steve Reece shows how companies can expand internationally on the Friday. Reyne Rice will present on trends on three days of the fair. Additionally, Jakob Ledermann takes the audience on a deep dive through the trends and drivers that are reshaping markets and consumer behaviour on the Wednesday, and Axel Zawierucha explains how AI is changing product search on the Friday. The topic of licensing is also strongly represented in the program with four slots; Rainer Saemann kicks off with a practical overview for licensing newcomers on the Tuesday.

More stage highlights

The Toy Business Forum starts on the Tuesday with the ToyPitch. Integrated into the PressDay, media professionals and content creators receive exclusive insights into selected new products directly from exhibitors on stage in three-minute

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sessions on the morning. On the Wednesday afternoon, the ToyAward will be presented across various categories for outstanding products. Following the regular programme on the Thursday afternoon comes the announcement of the Class 2026 of the Model Car Hall of Fame. The stage concludes on the Saturday afternoon with a live episode of the Spielwarenmesse Podcast on the ToyTrend "Beyond Limits." Away from the stage, lunchtime Networking Breaks invite visitors to unwind and connect over street food and live music. On the Tuesday, Wednesday and Friday, the Networking Break extends into the evening. With live music, drinks and snacks, visitors can continue networking with the Toy Community until the end of the trade fair day.

The complete programme and further information on all speakers can be found at www.spielwarenmesse.de/en/toy-business-forum. All presentations from the Toy Business Forum 2026 are available on demand on Spielwarenmesse Digital.

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

19 November 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

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