

Spielwarenmesse Podcast with the TrendCommittee

Each year, the international TrendCommittee for the Spielwarenmesse identifies three ToyTrends that offer guidance to retailers in their range selection. How they scout out these trends is explained in the latest edition of the **Spielwarenmesse Podcast**. The guests this time are three members of the TrendCommittee: **John Baulch** from Great Britain, publisher of **Toy World Magazine**, and two market researchers, **Clara Blasco** from Spain and **Axel Dammler** from Germany.

In conversation with Marco Jahn of the Spielwarenmesse, they will be offering insights into their work on the TrendCommittee and presenting the 2023 ToyTrends 'Discover!', 'Brands for Fans' and 'MetaToys' in more detail. In addition, they will be discussing how the toy industry has changed in recent years and what, in their opinion, makes the Spielwarenmesse in Nuremberg so special.

The new Spielwarenmesse podcast is now available in the Media Center at www.spielwarenmesse.de/media and on the audio streaming services [Audible](#), [Spotify](#), [Apple Podcast](#), [Amazon Music](#) and [Google Podcasts](#).

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023