



75th Spielwarenmesse 2026 shows strong exhibitor demand

- Exhibition space is almost fully booked
- Featuring both new and returning well-known brands

For over seven decades, Spielwarenmesse has stood for innovation, networking, and knowledge transfer. For this special anniversary edition taking place from 27 to 31 January, strong demand from exhibitors pushes the internationally-leading industry event forward. Joining the market leaders and upcoming startups already registered for the event are several exciting returning exhibitors and newcomers

High level of attractiveness

Widely recognised as the most influential gathering for the industry, the Spielwarenmesse reflects the international toy market across 13 product groups. Interest in participation from the industry is enormous. 96% of occupied space from the previous edition of the Spielwarenmesse at the Nuremberg Exhibition Center has already been allocated. Most of the 18 halls have already been completely booked, with only limited spaces still available. "For many of our exhibitors, Spielwarenmesse is the most important platform for their international sales activities," says Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson). "This strong demand underscores the high significance of our event as the place-to-be for the global industry."

Familiar Brands

Numerous prominent companies are returning to this year's exhibitor line-up. These include Kapla exhibiting under Wooden Toys, Toys made from Sustainable Materials; Done by Deer and Flow Amsterdam in Baby and Infant Articles; Robosen in the category Electronic Toys; Boland grouped under Festive Articles, Carnival, Fireworks; and the publisher Ars Edition in the product group Games, Books, Learning and Experimenting. In School Articles, Stationery, Creative Design, several well-known brands will be exhibiting for the first time. Alongside Herma, both the Nordic Houseware Group, and Online Schreibgeräte



will be making their debut at Spielwarenmesse. Panini America, Spinnovation, and WeRoll Tech, all falling under Sports, Leisure, Outdoor, will also be exhibiting for the first time.

Next year's Spielwarenmesse will be bringing festive spirit to celebrate its 75th anniversary. A multitude of special activities await trade fair visitors, which will begin being announced in the coming weeks.

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, 27 – 31 Jan 2026