

ToyTrends at Spielwarenmesse 2027: Therapeutic play and diverse licensed hits

- Beyond Limits: Toys with therapeutic added value
- License to Play: For fans of the classics and viral newcomers

What will be played in children's rooms in the future is showcased annually at Spielwarenmesse in Nuremberg. From 2 to 6 February 2027, visitors have the opportunity to enjoy an early glimpse of upcoming trends. The international TrendCommittee of Spielwarenmesse has analysed current developments and impulses, and identified two defining ToyTrends for 2027. With "Beyond Limits", a special aspect of play comes to the fore: the therapeutic potential of toys. "License to Play", the second trend, delves into the diverse world of licensed toys. The ToyTrends will be experienced live at their corresponding Special area, centrally located at the Entrance Mitte. Numerous product examples provide retailers with valuable inspiration for shaping their product range. The offering is rounded off by talks covering these trends in the Toy Business Forum.

Play as therapy

Toys do far more than just entertain. When used correctly, they become a valuable therapeutic tool for people of all ages – for people with disabilities, conditions such as ADHD, dementia and Parkinson's, in rehabilitation and at home. The "Beyond Limits" trend makes this potential visible. It showcases products that help people maintain or develop their motor and cognitive skills. Toys that are adapted to special needs due to their size and tactile properties are included here. Also featured are products that create shared experiences or counteract feelings of loneliness.

Licensed worlds capture fans' hearts

Licensed toys are true revenue drivers. According to market research institute Circana, they accounted for 37% of global toy sales last year. Sources of inspiration for new licensed worlds are no longer limited to characters from films, series and games, but increasingly include memes, GIFs or short clips that go viral on social media. The "License to Play" trend makes this clear. The transition from viral hit to

diverse product world only takes a few months. Licensed classics such as Pokémon, Star Wars and One Piece reach children across platforms through streaming, gaming or social media. This creates purchasing opportunities for fans throughout the year. Additionally, the trend showcases Asian brands from the anime and K-pop sectors that enjoy worldwide popularity.

Overview of the Spielwarenmesse TrendCommittee:

John Baulch (Publisher, Toy World Magazine, UK)

Clara Blasco (Market researcher, AIJU Toy Research Institute, Spain)

Daniele Caroli (Journalist, Italy)

Axel Dammler (Market researcher, iconkids & youth international research, Germany)

Steven Ekstract (Journalist, License! Global, USA)

Philippe Guinaudeau (Market researcher, Kidz Global, United Arab Emirates)

Katriina Heljakka (Researcher for toys and play, Finland)

Gabriela Kaiser (Trend consultant, TRENDagentur, Germany)

Urszula Kaszubowska (Journalist, Branza Dziecieca, Poland)

Sujin Lee (CEO, Dream Trio, South Korea)

Reyne Rice (Journalist and trend expert, USA)

Jane Wong (Journalist and industry analyst, Guangdong Toy Association, China)

The website www.spielwarenmesse.de/en/toytrends provides further insights into both ToyTrends.

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

5 October 2026 – kk

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