



Nuremberg
30 Jan – 3 Feb 2019



spielwarenmesse®

REPORT 2019

INTERNATIONAL EXHIBITORS

	2019	2018
Total no. of exhibitors:	2,886	2,902
International exhibitors:	2,203	2,181
International share:	76.3 %	75.2 %
Number of countries:	68	68
Exhibition space:	170,000 m ²	

JOURNALISTS

Total no. of journalists:	1,544
International share:	30.8 %
Number of countries:	39

80.6 % of exhibitors were (very) happy with the trade fair

87.2 % of exhibitors plan to exhibit again in 2020

28.8 % of exhibitors only exhibit at the Spielwarenmesse®

BASIS FOR THE FIGURES

The exhibitor survey at the trade fair was conducted by the independent market research institute Gelszus Messe-Marktforschung GmbH, Dortmund. The visitor and journalist numbers shown are based on electronic registrations. Visitors to the Spielwarenmesse® were surveyed online after the trade fair.



EXHIBITOR NUMBERS – TOP 10 COUNTRIES

Germany	683
China Mainland	330
UK	186
Hong Kong	160
USA	152
France	147
Italy	144
Netherlands	137
Spain	123
Poland	72

"I visit the Spielwarenmesse to see the top trends and innovations and develop new business ideas. After visiting the Spielwarenmesse, you really know the direction in which to go with your company and range. The Spielwarenmesse is very cool."

Ricochet

Alexander Vincent, Associate and Co-Founder
Canada

VISITORS FROM ALL OVER THE WORLD

	2019	2018
Total no. of visitors:	66,876	70,348
International visitors:	41,223	43,289
International share:	61.6 %	61.5 %
Number of countries:	132	130



VISITOR NUMBERS – TOP 10 COUNTRIES

Germany	25,653
Italy	4,404
France	2,575
Spain	2,278
Netherlands	2,166
UK	1,739
Poland	1,547
China Mainland	1,474
Russia	1,451
Czech Republic	1,405

VISITOR GROUPS – TOP 5

Bricks-and-mortar (specialist) retailing	21.4 %
Online shops	17.7 %
Wholesale/foreign trade	16.3 %
Department stores	2.6 %
Hypermarket chains/supermarkets/discount stores	1.5 %



SPIRIT OF PLAY

A SPARKLING ANNIVERSARY



The most important meeting place for the toy sector celebrated its 70th anniversary this year. The day before the Spielwarenmesse® began, invited guests enjoyed the splendid opening ceremony with the presentation of the ToyAwards. The anniversary ToyNight, held as a one-off in the new and architecturally superb Hall 3C, was also a big success. With the ToyFestival, the Spielwarenmesse® took the opportunity to express its gratitude to all involved for their years of loyalty. The traditional fireworks display on the Saturday of the trade fair was a fittingly spectacular end to an accomplished event series.

Exhibitor

"The Spielwarenmesse brings the best of our international toy contacts together."

Mattel

Ynon Kreiz, Chairman and Chief Executive Officer
USA

NEW ELECTRONIC TOYS PRODUCT GROUP



Innovative tech devices have long been part of the toy sector. Anyone specifically looking for innovations in the world of tech toys at the 70th Spielwarenmesse® found just what they wanted in Hall 4A. The tremendous popularity of the Tech2Play activity area confirmed the Spielwarenmesse® in its decision to create a brand new Electronic Toys product group and was able to fill Hall 4A in its entirety.



TRENDGALLERY

The 1,000m² special area in Hall 3A was used to showcase trade fair innovations and the 2019 trends in the toy sector. The trends identified by the 11-member international TrendCommittee were met with great interest from visitors, exhibitors and journalists from all over the world. Alongside them were product presentations, live activities and talks. Once again, the TrendGallery thus proved itself as a key source of inspiration for innovations.



NEWLY COMBINED: MODEL RAILWAYS AND MODEL CONSTRUCTION



Bringing together what belongs together: Model Railways and Accessories was combined with Model Construction, Hobbies in Hall 7A in 2019 to create the Model Railways and Model Construction product group. This meant that visitors and exhibitors could benefit from the appeal of the model railway and model construction sectors with everything on display under one roof.

IT'S SHOWTIME!



The Spielwarenmesse® responded to growing demand in the Festive Articles, Carnival, Fireworks product group by extending its presentation space in 2019. Consequently, Hall 9 as well as part of Hall 8 with the appealing Showtime activity area were available for all kinds of fancy dress, celebration and decoration products. Visitors could take in daily fashion shows with the latest costume highlights on the catwalk and experience live product demonstrations.

THE 2019 TRENDS

Ready, Steady, Play!

Leaping, jumping, balancing – isn't that what all kids do? Unfortunately, they are becoming increasingly inactive nowadays. Toys that combine exercise with fun are the best way to encourage children to get moving. On top of this, sporting pursuits improve body awareness, reactions, our sense of balance and more.

The WOW Effect

Nothing fascinates children more than the anticipation of the unknown. Many a toy also conceals unexpected effects which are only discovered during play. By means of water or heat, technical gimmicks or sophisticated mechanics – the toy is suddenly transformed into something very special and astounds kids with its unexpected play effect.

Toys 4 Kidults

Meetings, conference calls and tax returns in the evening: our days are strictly regimented. We long to relax, and fondly reminisce about our carefree childhood games. While kidults were once made ridiculed, now their action figures serve as eye-catchers in their living rooms, and their 3,000-piece construction sets are assembled during hours of detailed work, before being proudly showcased in glass cabinets.

TOYAWARD

In 2019, the ToyAward recognised particularly innovative toys in four categories for specific age groups as well as the best product idea from a start-up in a newly created category. Following a two-stage selection process that attracted a record number of 838 entries, the 16-member jury chose the products that most impressed them based on the criteria: play fun, originality, safety, workmanship and quality, as well as the prospect of retail success.

WINNERS OF THE 2019 TOYAWARD

Baby & Infant (0–3 years)

Magic Touch Piano™ Musical Toy,
Hape International AG & Kids II Inc.

PreSchool (3–6 years)

bworld theme sets, BRUDER Spielwaren GmbH + Co. KG

SchoolKids (6–10 years)

Magical Mermaid World, Playmobil

Teenager & Adults (10 years and older)

kNOW!, Ravensburger Spieleverlag GmbH

Startup

Mabot, Shenzhen Bell Creative Science and Education Co., Ltd.

TOY BUSINESS FORUM

The toy industry must keep up with trends and innovations as well as challenges posed by digitisation and change management. In the presentation area, national and international experts gave impressive talks to packed audiences on how specialist retailers and buyers can prepare themselves for these changes in the market. There was a different motto for each day, followed by presentations on the ToyTrends for 2019.



TOYS MEET BOOKS

At this highly frequented location in Entrance Mitte, various manufacturers once again showcased non-book items of relevance to booksellers through a secondary placement. The exhibition space was increased in its second year to 200m². Attractively arranged product and themed worlds illustrated to trade visitors how toys can best be presented at the PoS. Presentations with a practical emphasis were given on the Friday and Saturday. The experts were available afterwards for informative one-to-one discussions.

FURTHER LICENSING GROWTH

Popular characters from the media have a major impact on the toy sector. A new knowledge platform – LicenseTalks – was created with the support of the International Licensing Industry Merchandisers' Association (LIMA) and License Global magazine. Experts in the international licensing sector gave trade visitors further insights into international licensing trends and innovations. The LicensePreview also provided LIMA members with an attractive opportunity to present their latest licences in an exclusive atmosphere once again. These included well-known studios such as NBC Universal and Viacom/Nickelodeon Consumer Products.



BABY AND INFANT ARTICLES

A broad selection of baby and infant articles and related ranges from national and international suppliers was presented throughout the entire Spielwarenmesse®. Centrally located, the successful Baby and Infant Articles special area was again a place to explore and browse. Trade fair visitors especially interested in these products were given a clear insight there into the comprehensive offering.



NEW EXHIBITOR CENTER

Exhibiting at the Spielwarenmesse® for the first time, 76 new exhibitors from 30 countries took the opportunity to showcase themselves in the New Exhibitor Center (NEC). Thanks to its location in Hall 3A, the joint pavilion was at the heart of the new products and trends, attracting buyers and specialist retailers looking for innovative product ideas.



TOY DONATIONS FROM EXHIBITORS

Exhibitors at the Spielwarenmesse® again stepped up to bring joy to children in need in 2019. Their numerous donated toys were gratefully received by SOS Children's Villages and other social institutions in the Nuremberg region.

INNOVATION MADE IN GERMANY

Supported by the Federal Ministry for Economic Affairs and Energy (BMWi), 22 German start-ups exhibited at the Spielwarenmesse®. The Innovation Made in Germany joint pavilion enables start-ups to present their creative products to top buyers in the toy sector and establish new contacts. Sustainable children's clothing, stylish reflectors and even playmats that can be painted were just some of the products showcased in the 220m² area.



Visitor

"The Spielwarenmesse is unique because of its size, its many halls, what it offers and the diversity of its exhibitors. The Spielwarenmesse is innovative, trendy and simply unique."

Purzmurzel – Spielzeug und Bücher

Samantha Martin, Purchasing
Germany

LET'S GO TO THE GROWTH MARKETS!

International group activities:

World of Toys by Spielwarenmesse eG

Kids Russia, 12 to 14 March 2019

Kids India, 26 to 28 September 2019

Hong Kong Toys and Games Fair, 6 to 9 January 2020

www.world-of-toys.org

SPIELWARENMESSE EG

Spielwarenmesse eG, based in Nuremberg, is a trade fair organiser and marketing services provider for the toy and stationery sectors. Besides the Spielwarenmesse® and Insights-X in Nuremberg, the company also organises Kids India in Mumbai and Kids Russia in Moscow. Its Nuremberg-based subsidiary Die roten Reiter GmbH acts as a communication agency for the consumer and investment goods industries and supports customers with their brand development and positioning. Spielwarenmesse eG has representatives in more than 90 countries. The full company profile of Spielwarenmesse eG can be viewed online at www.spielwarenmesse-eg.com.

Spielwarenmesse eG

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