



Prominent position for the Spielwarenmesse ToyTrends

- TrendCommittee seeking out the most powerful trends
- New location for ToyTrends in Entrance Mitte

After a year's break, the ToyTrends are back at the Spielwarenmesse. At the next edition of the world's leading fair, from 28 January to 1 February 2025, this magnet for visitors will not only enjoy a redesigned look but is also to be found in a new central location – in Entrance Mitte. The international TrendCommittee is currently seeking out the most powerful trends in the toy sector. The ToyTrends themselves will be announced on 8 October before being presented at next year's Spielwarenmesse with relevant product examples.

Expertise in demand

The Spielwarenmesse relies on assessments by its own international TrendCommittee to identify the ToyTrends. This eleven-member team of experienced trend scouts, market researchers and journalists from across the world keeps a close eye on leading toy markets. Together with the Spielwarenmesse team it discusses, researches and finalises all of the suggested trends, focusing in particular on medium-term, forward-looking tendencies in the sector. "Thanks to its expertise, the TrendCommittee has a good feel for upcoming issues," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. "The Spielwarenmesse ToyTrends provide the trade with valuable orientation for the next season."

Information for the trade

The redesigned Special Area presents the latest trends from its prominent position in the central position, Entrance Mitte, where selected products tempt attendees to discover them and try them out. Further presentations in the Toy Business Forum provide trade visitors with important background information, complementing the activities surrounding the 2025 ToyTrends.



Overview of the Spielwarenmesse 2025 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 GmbH, Germany)

Steven Ekstract (Journalist, License! Global, USA)

Philippe Guinaudeau (Market researcher, Kidz Global, France)

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, TOY INDUSTRY, China)

Further information on committee members is available at www.spielwarenmesse.de/en/trendcommittee.

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, 28 Jan – 1 Feb 2025