



ToyTrends 2026 on the horizon – inspiration for the toy world

- Twelve-member TrendCommittee provides global trend insights
- Finland strengthens the international team at Spielwarenmesse

Toy trends are more than just fleeting hypes – they pick up on social changes and bring a breath of fresh air into the playroom. As the world's leading event, the Spielwarenmesse makes international trends visible and invites visitors to discover and try them out. For its 75th anniversary, the fair will once again be a hotspot for new ideas and creative concepts. The international TrendCommittee tracks down the most exciting developments. The resulting ToyTrends, which will be unveiled on 8 October, will provide retailers with valuable inspiration and orientation. The ToyTrends with product examples can be experienced live from 27 to 31 January at the heart of the trade fair in the entrance Mitte.

Toy trends ahead

The focus is on developments with great potential. They could have a significant impact on the toy industry in the near future. Their initial effects are already visible: pioneering manufacturers are implementing new ideas, while specialist media are increasingly picking up on the topics. The global perspective is particularly exciting. "Our ToyTrends are internationally viable and address markets around the globe," affirms Christian Ulrich, Board Spokesperson at Spielwarenmesse eG. "This provides guidance on trends that offers valuable support to retailers worldwide."

Global expertise

The Spielwarenmesse TrendCommittee consists of twelve experts from the fields of market research, trend scouting, journalism, science and game design. From the USA to Europe and South Korea, they observe the toy markets and cross-industry developments. In this way, diverse perspectives and global experience flow into the Spielwarenmesse's trend forecasts. Scandinavia is on board again this year, represented by Katriina Heljakka from Finland. As an expert in toy and play-related research and a former toy designer and creative manager in the toy industry, she brings a scientific perspective to the



TrendCommittee. Katriina Heljakka has received several research awards and has been involved in the design of play spaces for science, museums and art exhibitions. She is also a long-standing member of the International Toy Research Association (ITRA).

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

Overview of the Spielwarenmesse 2026 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)

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, TOY INDUSTRY, China)

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