



### **Specials by Spielwarenmesse invite visitors to come and discover**

- New themed Special: Sports, Leisure, Outdoor in Hall 7A
- Valuable source of inspiration for retailers' own business development

Between 28 January and 1 February 2025, the Spielwarenmesse will be bringing innovations and trends, together with market knowledge and new ideas, to Nuremberg. A concise overview of the themes for the year ahead will be provided by the world-beating fair's Specials. Set in the newly rearranged halls, popular Special Areas will help create the best possible visitor experience. In addition, a new extensive area will invite attendees to discover and experience toys for the outdoors.

### **Top-selling outdoor products**

Toys for out of doors are trending worldwide. At the last Spielwarenmesse, in the "Sports, Leisure, Outdoor" product group, an area was created for the first time where play vehicles (referred to as ride-ons) could be tested. This proved to be an attractive magnet for visitors. For next year's event an activity area of some 500 m<sup>2</sup> awaits visitors to Hall 7A, with space set aside for relevant product presentations. Beside this a Testing Area will encourage guests at the fair to get active and try out the products. For ball sports and other outdoor games, a playing area will be available. Roller skates, bikes and other ride-ons can be tried on a test track with obstacles and various different ground surfaces. Exhibitors who are interested can register from September onwards.

### **New environment for popular Specials**

Among other Specials at the Spielwarenmesse will be the ToyTrends. The trending themes that will shape the forthcoming business year will be announced worldwide on 8 October and will later be positioned in a new central location – in Eingang Mitte, the central entrance. In the same location can be found a further Special, which was a highlight of the last Spielwarenmesse: Toys for Kidults. The theme of sustainability, meanwhile, is brought into focus in Hall 3C, a modern hall with plenty of natural lighting, where the Toys go Green Special will be back. In addition, the LicenseLounge,



hosted by Spielwarenmesse & BRANDmate, will incorporate a networking area and the LicenseTalks in the foyer of Hall 12.0. The products and talents of tomorrow can again be experienced in Hall 3A, where the New Product Gallery offers creative ideas for individual range selection. In the StartupArea, young German and international businesses will be introducing their innovations. The nominees and winners of the ToyAward will be prominently presented here, too.

“With our Specials, we create target-specific theme worlds, offering buyers and retailers the opportunity to learn about new product ideas in depth and try them out on the spot,” comments Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

Images are available at [www.spielwarenmesse.de/media](http://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