

Spielwarenmesse ToyAward: Entries open – participants reap long-term benefits

- Quality seal attracts attention in the retail sector
- ‘Nominees’ become ‘finalists’

The Spielwarenmesse ToyAward is one of the most prestigious awards in the international toy industry. Each year, the award recognises particularly innovative, new products that stand out for their originality, play value and quality, whilst also demonstrating potential for commercial success. Across six categories, Baby & Infant, PreSchool, SchoolKids, Teenager & Adult, Startup and Sustainability, the ToyAward honours different age groups and product concepts. Exhibitors can now submit their product applications for the 2027 Spielwarenmesse ToyAward. Registration is now open.

Lasting impact

The experiences of this year’s participants highlight the added value of taking part in the ToyAward. “Being nominated has definitely enhanced the appeal of our product,” says Michelle Yang, Marketing Manager at Edxeducation. The company had been shortlisted in the PreSchool category for its ‘Thread-to-Calm Cube Group Set’. For Anastasiia Meshcheriak of Cartonic, the nomination of her 3D puzzle ‘Kitten Trio’ in the Sustainability category has proven particularly relevant for B2B communications: “The award has become a strong trust signal, especially when entering new markets and presenting to new partners.” Lisa Hickisch, Marketing and PR Manager at Hutter Trade, also highlights the increased visibility resulting from winning the PreSchool category. The company came out on top with its entertaining game ‘Der Berg ruft’: “We were absolutely delighted to receive the ToyAward and shared the news straight away on our social media channels.” Soon, the game’s packaging will also feature the ToyAward seal, thereby drawing extra attention to this new product in shops.

Maximum visibility

From 2027, products previously referred to as ‘nominees’ will be listed as ‘finalists’. The new title recognises the outstanding achievements of the selected new

products. In the future, they too will receive their own trusted ToyAward stamp, which highlights their success in the competition and can be used for their own marketing and communications. At the Spielwarenmesse, finalists and winners will continue to be prominently showcased with their own dedicated area in Hall 3A, which will be complemented by coverage on digital channels and from the international press. Thus, the award offers value even before the winners are announced and ensures attention from retailers, the media and industry professionals well beyond the fair itself. An international panel of experts from the retail sector, industry, market research, toy safety, sustainability and education assesses the innovations according to criteria such as originality, safety, play value, potential for success, clarity and quality.

Further information on the ToyAward, the terms and conditions of entry and previous winners can be found on the official website: www.toyaward.de.

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, 2 – 6 Feb 2027