

Toy Business Forum 2027: Industry insights all in one place

- Key Topics: AI, Kidults, Retail and Toy Trends and Licensing
- LicenseTalks and After Hour expand the programme

The Toy Business Forum at Spielwarenmesse continues to set the standard for sharing knowledge within the international toy industry. From February 2 to 6 2027, more than 60 international experts will be presenting in Hall 3A with over 50 slots across the five trade fair days. With presentations, panels and live formats covering AI, Kidults, licensing as well as the latest retail and toy trends, the programme addresses all target groups of the fair. Retail buyers and toy manufacturers alike will find topics that matter to their businesses. Networking breaks, live music and the new After Hour turn professional exchange into a true community experience. The first speakers have already been confirmed.

From presentations to networking

The Toy Business Forum brings the key topics shaping the toy industry to the stage. Across various formats from presentations, panel talks, live podcasts to Exhibitors on Stage, the 2027 programme will cover a broad range of topics from AI, Kidults, sustainability, to current toy and retail trends and licensing. New to the programme are the LicenseTalks. Four experts will share insights into licensing business on Tuesday and Thursday. At midday, the stage becomes a meeting zone: the Networking Breaks offer visitors the opportunity to connect with fellow industry professionals and discussions in a relaxed atmosphere. Here, topics can be deepened in personal conversations. In addition, food trucks, live music and DJ sets provide the perfect setting to ease into the evening. On Tuesday and Wednesday, networking continues after the programme. The After Hour extends the Networking Break until the end of the trade fair day.

Even more highlights

The ToyPitch opens the Toy Business Forum on Tuesday. As part of the PressDay, media professionals and content creators will receive exclusive insights into selected new products, directly from the presenting exhibitors in short sessions on Tuesday morning. The Wednesday starts with the "Value of Play Conference",

which explores the function of playing from various perspectives. Subsequently, outstanding products will be awarded on stage with the ToyAward in various categories.

First presentations already confirmed:

- Collin Croome (Keynote Speaker & Future Expert): From digital dream to real future
- Carol Rapp & Sven Siemen (Merz Verlag GmbH & Co. KG/asap Brand Services): From San Diego to Tokyo – The most exciting Kidult stores worldwide
- Jakob Ledermann (philoneos GmbH): Trends, Drivers, Transformation – understanding and shaping tomorrow's world
- Marilyn Repp (Marilyn Repp Retail Expert): More than selling – The new business models of stationary retail
- Christoph Krauss (Prof. Roll & Pastuch): Temu, Price Pressure & Co. – Successfully defending margins

The complete programme will be available from mid-November at www.spielwarenmesse.de/en/toy-business-forum. All presentations from the Toy Business Forum 2026 are available on demand on Spielwarenmesse Digital.

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