Press Release

spielwarenmesse
Nürnberg 2 – 6 Feb 2027

Tickets for Spielwarenmesse 2027 now available

The Nuremberg Exhibition Centre is once again set to become the international hub for the toy industry, and from 4 November, trade visitors can secure their tickets for the 76th edition of the Spielwarenmesse. Day tickets and season tickets are available exclusively at www.spielwarenmesse.de/tickets. More than 2,000 exhibitors will be showcasing their latest innovations and trends; across 14 product groups, both long-standing industry players and newcomers will be representing the full spectrum of the international toy market. The fair is the industry's must-attend event, running next year from 2 to 6 February. A wide range of opportunities to expand specialist knowledge, make contacts and find out about the latest developments and market opportunities can be expected. A range of services are available to ensure a smooth start to the trade fair.

To help plan a productive visit, the platform Spielwarenmesse Digital offers interactive hall maps and a filterable exhibitor database. The free Spielwarenmesse app provides valuable tips in and around ToyCity Nuremberg, supports orientation at the exhibition centre, and, with its LeadScan function, enables efficient contact management. On the respective days of the event, trade fair tickets are also valid for local public transport throughout the entire Greater Nuremberg Transport Association (VGN) network. Between 31 January and 7 February, the Spielwarenmesse bus will also run several times a day between Munich Airport and the Nuremberg Exhibition Centre. Trade visitors can find all the information they need about travel, accommodation and services at www.spielwarenmesse.de/en/plan-your-stay.

Images are available at www.spielwarenmesse.de/media.

4 November 2026 – le/sr

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-

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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

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