



The search for the latest toy trends begins

- International TrendCommittee for the Spielwarenmesse – tried and trusted
- Pioneering trends that shape the market

We all want to know what will define the market in the years and months to come. This is why the ten-member TrendCommittee for the Spielwarenmesse is currently travelling the world to identify the next biggest trends predicted to take the market by storm. Their findings will be made public from mid-October 2017. Covering an area of approximately 1,000m², the TrendGallery at the Spielwarenmesse, which opens its doors in Nuremberg from 31 January to 4 February 2018, enables trade buyers to experience these up-and-coming trends at first hand and to see the kind of products they reflect.

Active in all major toy markets across the world

The tried-and-trusted team, including market researchers, trend experts and journalists, is tracking down the latest market trends from the USA and Europe, right across to China. Gabriela Kaiser, Trend Consultant for TRENDagentur, Germany, describes how varied the work of a TrendCommittee member is and how the team detects emerging toy trends: “We go to trade fairs and stores at home and abroad, we read trade magazines and surf the internet, observing exactly what is stirring on the toy market and which products share an overriding, common theme. As team members, we’re constantly communicating with each other which helps us identify the trends.” The TrendCommittee has welcomed a new member. Jane Wong is Deputy Editor of Guangdong-based TOY INDUSTRY, the biggest monthly trade magazine serving the Chinese toy industry. Given that the majority of the world’s toy makers have their production facilities in this region, Jane Wong has her finger on the pulse of the latest product themes, producers and industry trends.

Overview of the Spielwarenmesse TrendCommittee:

John Baulch (Publisher and Managing Editor, Toy World Magazine, UK)

Daniele Caroli (Journalist, Giochi & Giocattoli, Italy)

Dr. Maria Costa (Market Researcher, Toy Research Institute, Spain)

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Axel Dammler (Market Researcher, iconkids & youth international research GmbH, Germany)

Richa Dikshit (Blogger, Toy Tasting, India)

Philippe Guinaudeau (Market Researcher, Kidz Global, France)

Marek Jankowski (Journalist, Branza Dziecieca, Poland)

Gabriela Kaiser (Trend Consultant, TRENDagentur, Germany)

Reyne Rice (Journalist and Trend Expert, USA)

Jane Wong (Journalist, TOY INDUSTRY, China)

Across products and borders – the Spielwarenmesse trends

The international viability of the trends tracked down by the TrendCommittee is a central factor in the selection process. The trends have to span several regions, if not continents, and must not be restricted to a single country. Christian Ulrich, Director Marketing for Spielwarenmesse eG, explains what other aspects play a key role in defining a trend: “The right timing is equally as important. We tend to go for trends that haven’t yet taken hold in the marketplace but have already been embraced by the first few innovative toy makers. The potential for scaling up must be a given from the outset. A trend can only be considered suitable if it has enough momentum to spread.”

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/photos. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018

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