



Spielwarenmesse
International Toy Fair
Nürnberg
01.02.–06.02.2012

Report



The Toy Market

Despite a slight drop in growth of 2 per cent in the USA, initial estimates indicate that the world toy market has managed to increase sales by 3 per cent in 2011. The European market is full of contrasts. 2011 was a strong year for sales in Austria, with growth in the Alpine republic up by 10 per cent over the previous year. Sparkling growth figures were also achieved in Germany (+7 per cent), France (+5 per cent), the United Kingdom (+3 per cent) and Belgium (+5 per cent). The picture is different in the south of Europe, where Spain (-7 per cent), Portugal (-4 per cent) and Italy (-3 per cent) have to accept a decline.

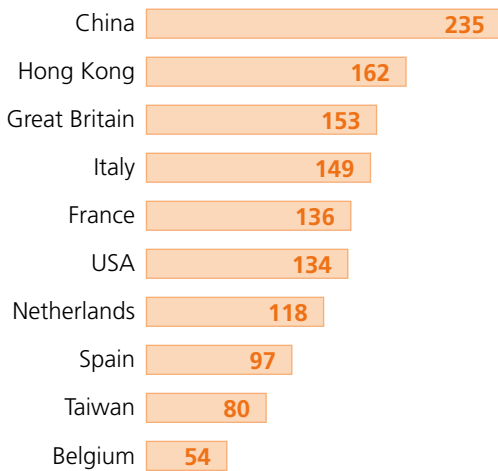
(Source: The NPD Group, Inc.)

- **Display area (gross):** 160,000 m²
- **Exhibitors:** 2,776 from 62 countries, incl. 68 % international
- **Visitors:** 76,055 from 120 countries, incl. 55 % international
- **Press:** 2,478 from 43 countries, incl. 30 % international

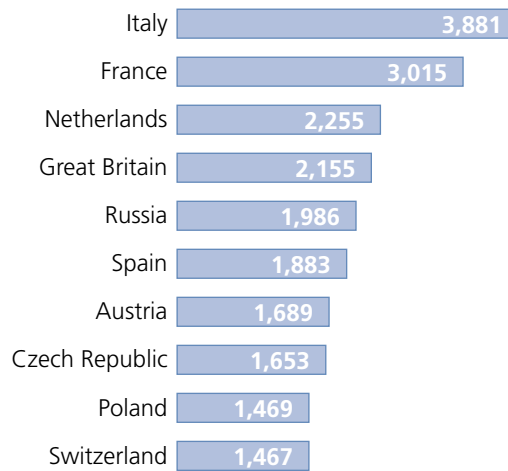
"The Spielwarenmesse International Toy Fair is the toy industry's international fair, where we meet customers from the whole of Europe and from all over the world. I can't imagine any better place for presenting our new products than at the International Toy Fair."

BRYAN STOCKTON, CEO, Mattel Inc.

NUMBER OF EXHIBITORS – TOP 10 INTERNATIONAL COUNTRIES



NUMBER OF VISITORS – TOP 10 INTERNATIONAL COUNTRIES



80.5%

have a very good/good overall impression (84.5% last year)

92.2%

will certainly/probably exhibit again at the International Toy Fair 2013 (92.9% last year)

29.1%

Exhibitors who exhibit only at the International Toy Fair (27.1% last year)

DATA BASIS

The surveys of visitors and exhibitors at the fair were conducted on all days of the fair by the independent market research institute Gelszus Messemarktforschung GmbH of Dortmund. The surveys were based on the guidelines of FKM (Society for Voluntary Control of Exhibition and Fair Statistics), whose aim is to provide comparable and reliable fair statistics.

ORGANIZER

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the Spielwarenmesse International Toy Fair Nürnberg, the world's leading fair for toys, hobbies and leisure, and holds a stake in the fair organization company RNTA Expo, which organizes Toys & Kids Russia in Moscow. The spectrum of services provided by the cooperative Spielwarenmesse eG also includes the organization of the international fair programme World of Toys by Spielwarenmesse eG and various industry campaigns.

VISITORS FROM ALL OVER THE WORLD 2012 2011

Total number of visitors:	76,055	79,243
International visitors:	41,734	42,553
Number of countries:	120	114
Share:	55 %	54 %

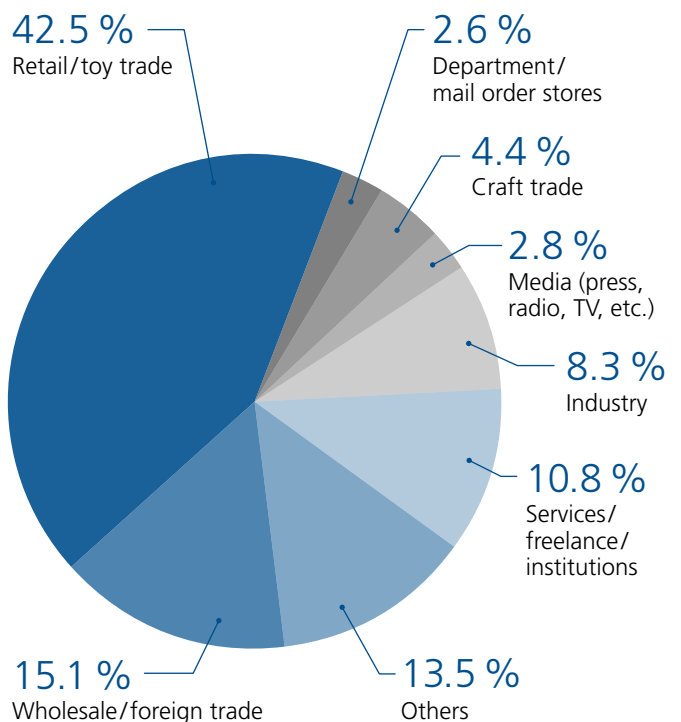
79.7%

have already ordered/plan to order at the time of the survey (65% last year)

40.3%

Visitors who visit only the International Toy Fair (34.5% last year)

VISITORS FROM ALL BUSINESS SECTORS AT THE FAIR



LicenseCenter

Where toys are the centre of attraction, licenses also play a part. The International Toy Fair therefore offers licensors and licensees their own community platform for networking: the LicenseCenter. 19 participants from six countries presented 36 license themes at the International Toy Fair 2012. They included large agencies and licensors like Turner Broadcasting, Nickelodeon, m4e, Super RTL and CPLG. International media partners from the USA, China, Germany, France, Great Britain, Italy and Spain presented the TOP 3 license themes from their countries.



"The International Toy Fair is the only fair where we find what we need. Although the other fairs are also large, they can't offer us what we want, because I look for the best brands from the whole world."

BELINDA WAI, Director, Wise-Kids Educational Toys

"It is no exaggeration to say that the International Toy Fair is the most important time of the year for the license industry. I believe the licensing and toy industry can now be regarded as one."

JAY VISCONTI, Vice President Merchandise Licensing, The Walt Disney Company (Germany) GmbH



Country Pavilions

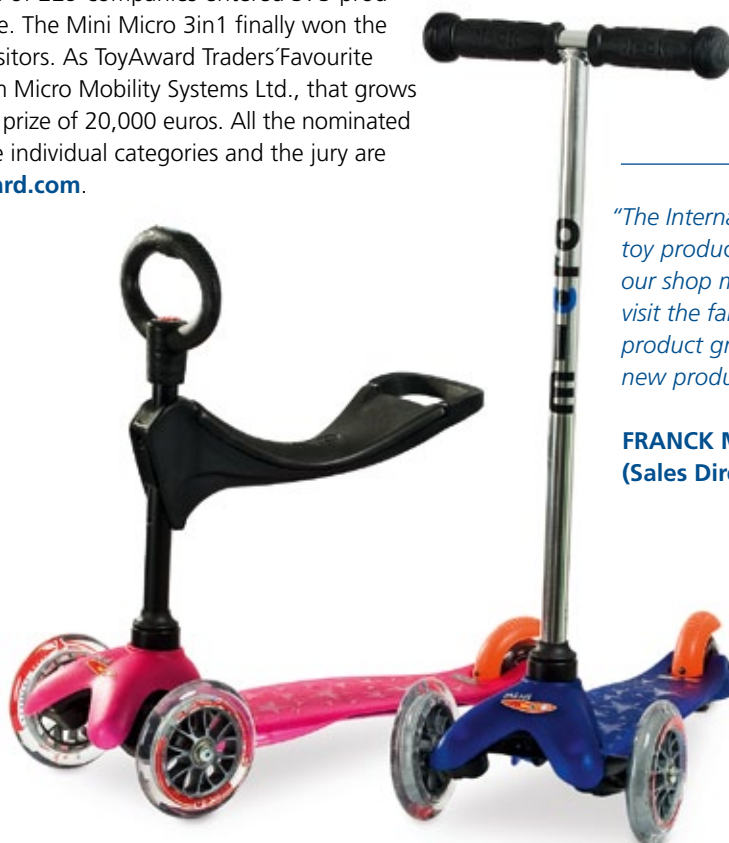
The city of toys and games hosts the land of smiling faces. Some 100 Chinese toy producers (2011: 60) registered for the over 1,400-m² pavilion organized by Spielwarenmesse eG. They showed that "Best of China" also stands for "Quality from China". Altogether 14 nations presented their typical toys in 15 country pavilions at the International Toy Fair 2012.





ToyAward

You have to play before you can win! This particularly applies at the Spielwarenmesse International Toy Fair Nürnberg. Products from the categories Baby&Infant (0 – 2 years), PreSchool (3 – 5 years, School-Kids (6 – 10 years) and Teenager&Family (11 years plus) competed for the ToyAward 2012. A total of 229 companies entered 373 products – more than ever before. The Mini Micro 3in1 finally won the hearts of the jury and fair visitors. As ToyAward Traders' Favourite 2012, the roller scooter from Micro Mobility Systems Ltd., that grows with the child won the main prize of 20,000 euros. All the nominated products, the winners of the individual categories and the jury are presented at www.toyaward.com.



"The International Toy Fair gathers the global toy production in one place, which is why our shop managers and not just our buyers visit the fair. Together we search the various product groups and find exactly the right new products to make our year a success."

**FRANCK MATHAIS, Directeur des ventes
(Sales Director), Ludendo Group**



Global Toy Conference

Traders and manufacturers examined their future prospects more closely at the 3rd Global Toy Conference as part of the International Toy Fair 2012. At this international conference, experienced experts provided a detailed insight into the key theme of "Tomorrow's Toy Industry – Opportunities and Challenges". At various presentations, keynote speaker Prof. Peter Wippermann, the founder of Trendbüro, and other speakers discussed tomorrow's consumer, the prospects for the toy trade, toy safety and marketing 3.0. More information about the topics and speakers is available at www.globaltoyconference.com. The Global Toy Conference was supported by Bureau Veritas CPS Germany GmbH, Intertek Consumer Goods GmbH and Damco. At www.yourtoycom.com you can see the presentations of the past events.

Toy Business Forum

Quick knowledge for long success: Fair visitors were able to extend their knowledge from Thursday to Monday during the International Toy Fair. Practical speakers tackled a specific theme from 1 – 3 p.m. each day and their 30-minute presentations and panel discussions gave retailers a sound insight into how to

market toys more successfully. The forum focused on issues like the Toys4Teens study, the right POS design, new international trends, unusual event ideas and online marketing. Selected topics are available as webcasts at www.toyfair.de/toybusinessforum.

TOYS 4 TEENS

THEY REALLY DO PLAY!



Children growing up don't always make it easy for their parents. They dye their hair, swap colouring books for comics and turn the colourful kids room into a restricted access zone – in short, everything changes on the way to becoming an adult. That is, almost everything, because one thing remains common to all teenagers: the desire to play. Toys4Teens, the fair motto of the International Toy Fair 2012, revealed how traders and toy manufacturers can stimulate precisely this desire to play. The key theme was devoted to the high-spending target group of 13 to 17-year-olds. 52 exhibitors showed 115 products for teens on separate theme islands in a special area of 300 m². Teens not only determine what to do with their pocket money, they also decide within the family what finally ends up in the shopping basket. In Germany alone, the 13 to 17-year-olds spend a total of 9.7 billion euros a year. An important reason for the toy trade not to lose sight of them. To make sure the industry can recognize and suitably utilize the preferences of this young target group, Spielwarenmesse eG commissioned an empirical study. The market research company iconkids & youth examined the buying and playing behaviour of teens. Axel Dammler, Managing Partner, presented the results of the study at the Toy Business Forum. The complete study can be seen at www.toyfair.de/toys4teens.

Globally networked all year round

Spielwarenmesse eG has created an extensive network over the past years. Several websites, its own community, daily toy market news and Facebook, Xing, Twitter and YouTube ensure the fastest spread of information in the industry – and, of course, offer scope and time for an interesting chat or two in between.

Toy experts blog on YourToyCom

The toy industry's business community expanded its services at the International Toy Fair 2012. Besides blog entries by well-known trend scouts, the freely accessible start page of YourToyCom now regularly posts interesting and practice-orientated knowledge essays, so-called RedPapers. The community also has its own ToyBlog with the latest information on trends from all over the world. Reyne Rice, the noted international trend expert from New York, blogged live from the fair at the International Toy Fair 2012. Reyne Rice, Philippe Guinaudeau and Harald Hemmerlein also have their eyes firmly fixed on the markets after the toy fair, and provide information on current consumer trends from the USA, Asia and Europe. All entries can be read and commented on in the ToyBlog at www.yourtoycom.com.

The world of play at a click

INTERNATIONAL TOY FAIR ON THE INTERNET

www.toyfair.de
www.facebook.com/spielwarenmesse
www.twitter.com/inttoyfair
www.youtube.com/spielwarenmesse

TOY KNOW HOW ON THE INTERNET

www.yourtoycom.com · www.toysgogreen.com
www.facebook.com/toysgogreen
www.globaltoyconference.com

COMPANY ON THE INTERNET

www.spielwarenmesse-eg.com

Saving raw materials

The fair team intentionally reduced its quantities of printed matter and has changed the entire production of print materials to FSC-certified paper. The catalogue format introduced in 2011 continues to save some 25 per cent of paper per copy. The fair organizer completely eliminated the use of coating films for manufacturing carrier bags.

Recycling

All carpets used at the fair are made of 100 per cent polypropylene and are recycled after the fair. The carpets are shredded in a special recycling plant and processed into polypropylene granules. These granules are used mainly in the plastic industry, i.e. also for making toys.

Donating products

Many manufacturers allow Spielwarenmesse eG to donate products they have entered for the ToyAward or exhibited at the fair. The staff of Spielwarenmesse eG collect all the products and hand them over to social institutions like hospitals, day nurseries or children's homes.



FAIR DATES

Wednesday, 30.01. –
 Monday, 04.02.2013

Wednesday, 29.01. –
 Monday, 03.02.2014

