

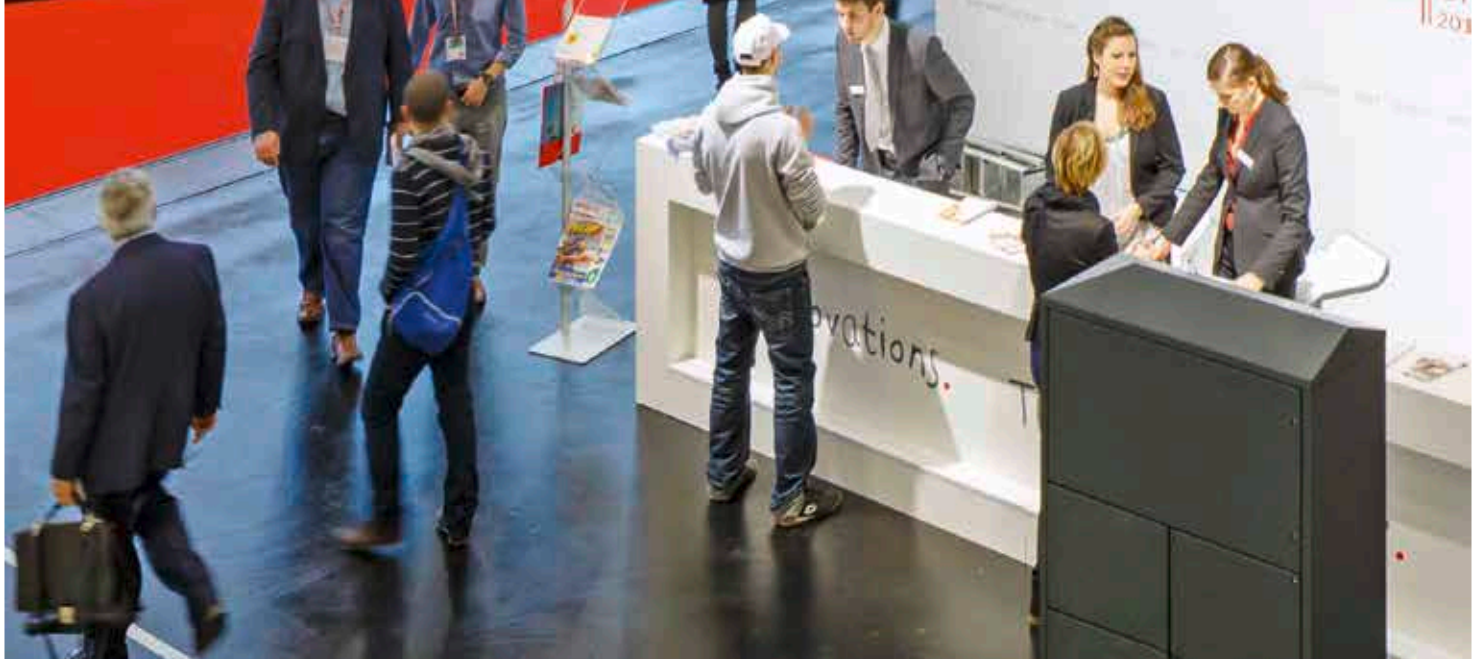
Nuremberg  
29 Jan - 3 Feb 2014



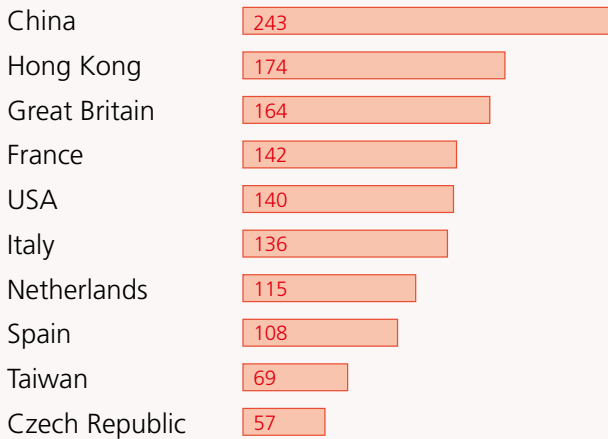
spielwarenmesse®

## Report 2014

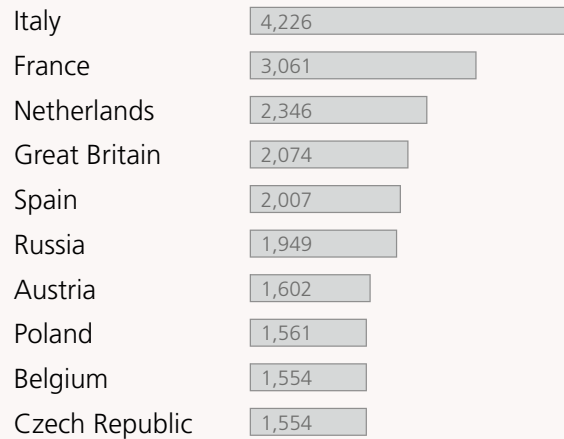
# trendGallery



NUMBER OF INTERNATIONAL EXHIBITORS – TOP 10 COUNTRIES



NUMBER OF INTERNATIONAL VISITORS – TOP 10 COUNTRIES



FROM ALL OVER THE WORLD	2014	2013
<b>Total:</b>	2,748	2,747
<b>International:</b>	1,951	1,940
<b>Number of countries:</b>	61	60
<b>International share:</b>	71%	70%
<b>Display area:</b>	170,000 m <sup>2</sup>	160,000 m <sup>2</sup>

FROM ALL OVER THE WORLD	2014	2013
<b>Total:</b>	75,888	72,595
<b>International:</b>	42,477	40,653
<b>Number of countries:</b>	122	113
<b>International share:</b>	56%	56%

The number of German visitors increased by 4.6 % (compared with previous year)

**81.1%** **90.8%**

of the exhibitors were satisfied with their participation (78.7 % last year) plan to exhibit again in 2015 (92.2 % last year)

**31.3%** of the exhibitors only attend Spielwarenmesse® (30.2 % last year)

“The quality of the buyers is very good because the conversion rate of the people we meet here and their orders is very high compared to other fairs.”  
 Leo Pullens, Managing Director, Dushi Lifestyle (NL)

FROM ALL OVER THE WORLD	2014	2013
<b>Total:</b>	2,294	2,414
<b>International share:</b>	30%	30%
<b>Number of countries:</b>	43	35

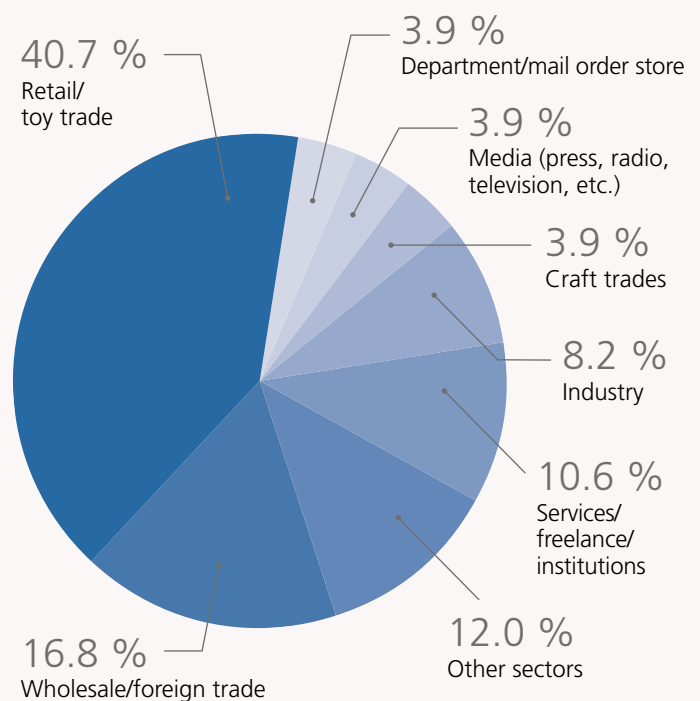
THE DATA BASIS

The surveys of visitors and exhibitors at the fair were conducted on all days of the fair by the independent market research institute Gelszus Messe-Marktforschung 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.

**92.5%** **24,360**

are involved in purchasing decisions (92.6 % last year) traders and buyers visit only Spielwarenmesse®

VISITORS FROM ALL BUSINESS SECTORS AT THE FAIR



## The Toy Market

The major growth prospects for toy sales were in South America, Asia and Russia; sales in the developed countries remained constant. In 2013 the Spanish toy market consolidated sales at the previous year's figure, whereas the USA and Great Britain had to suffer a slight decline of 1 % and Italy 3 %. France increased sales by 1 % in 2013 and Germany by 1.5 %. (Source: The NPD Group, Inc.)

“ I think the best thing about Spielwarenmesse is that it is a one-stop exhibition. You can get everything here. ”

Sue Foung Kong, Director, Jefin Sdn. Bhd. (MY)



## Growth boost for baby articles

Baby and infant articles played a major role at Spielwarenmesse® 2014. 50 more suppliers than the year before exhibited these products in halls 1, 2 and 3 located centrally between dolls, soft toys and wooden toys. Companies with prams, furniture and car seats supplemented the previous range of baby toys. Some 8,000 visitors came to Nuremberg mainly interested in finding baby and infant articles. The Internet site [www.toyfair.de/baby](http://www.toyfair.de/baby) provides information about the further growth of this product group.

“ The best thing about the Baby & Infant and Lifestyle product segments here is that they are concentrated and you can clearly recognize market development through the large spectrum of international exhibitors. ”

Claudia Lässig, Managing Director, Lässig GmbH (DE)

## Spielwarenmesse eG – organizer and marketing services provider

The Nuremberg company organizes the world-leading Spielwarenmesse® in Nuremberg, Kids India and Toyzeria. With the international fair programme World of Toys by Spielwarenmesse eG, the fair team supports manufacturers exhibiting at trade fairs in the growth markets of Asia and Russia. The cooperative also holds a 50 per cent stake in the Russian exhibition company RNTA Expo, which organizes Kids Russia.

## ToyAward 2014

New products added spice to the fair. These are what the buyers came to see at Spielwarenmesse®. They found over 75,000 new products among the 1 million products on display, which spiced up the leading fair. The ToyAward provided guidance on the outstanding new products among this variety. A total of 271 companies entered 491 products, more than ever before. A jury of eleven experts nominated three products for each of the categories for specific age groups and selected the winners, which can all be seen at [www.toyaward.com](http://www.toyaward.com).

## The winners of the ToyAward 2014

### Baby&Infant (0–2 years)

Heros Building Block Chain / Simba Toys GmbH & Co. KG

### PreSchool (3–5 years)

Playmobil Leisure Park / geobra Brandstätter GmbH & Co. KG

### SchoolKids (6–10 years)

Cartoon Workshop / Dorling Kindersley Verlag GmbH

### Teenager&Family (11 years plus)

Revell Control Nano Quad / Revell GmbH

## trendGallery 2014

## Successful première in the new hall 3A

The TrendGallery in the new hall 3A was convincing with its successful première. Spielwarenmesse® showed visitors the current trends and new products for the first time in one area. Before this a TrendCommittee of nine experts had travelled all over the world to track down the latest developments and the four main trends for 2014:

- Fit4Life: toys that promote life skills like cooking, baking or gardening
- Retromania: retro toys and retro licenses
- Mini is King: miniaturization of toys
- TechToys: technology meets tradition

The visitors also gained insights into the variety of products at presentations and during guided tours. A virtual tour of the TrendGallery is available at [www.toyfair.de/trendgallery](http://www.toyfair.de/trendgallery).

“ I really liked the TrendGallery, because this highlight at the incredibly large Spielwarenmesse very quickly gives you an overview of what the trends are for this year. ”

Sabine Schrenk, Head of Marketing & PR, kiddy GmbH (DE)

“ Spielwarenmesse is a very big fair, a big window for all the world. Here we meet all the international buyers. ”

Pascal Bernard, CEO, Janod (FR)

## Global Toy Conference

At the fifth Global Toy Conference at Spielwarenmesse® on 1.2.2014, experts discussed "How to Get Customers into Your Shop – Successful Pricing, Presentation and Selling". The participants assembled their own individual programme from the modules of Pricing Strategy, Product Presentation and Sales Methods.

## Toy Business Forum

This free forum provided fair visitors with information on the latest trends in the industry and unusual marketing tools. The speakers in hall 3A discussed future management, strategies for the toy retail trade and the latest developments in the international toy market. Webcasts on selected topics are available at [www.toyfair.de/toybusinessforum](http://www.toyfair.de/toybusinessforum).

“ **The inspiration I take home from Spielwarenmesse is to think globally. In order to be a global company we have to listen to the worldwide thoughts.** ”

**Ellen Diamant**, Founder/ Chief Creative Officer, Skip Hop Inc. (USA)

Interactive results of Spielwarenmesse® 2014, film clips of all statements and many links can be found in the online report at [www.toyfair.de/report](http://www.toyfair.de/report).



## Next dates for Spielwarenmesse®

Wednesday to Monday, 28 January to 2 February 2015  
Wednesday to Monday, 27 January to 1 February 2016

[www.toyfair.de](http://www.toyfair.de)



[www.facebook.com/spielwarenmesse](http://www.facebook.com/spielwarenmesse)  
[www.twitter.com/inttoysfair](http://www.twitter.com/inttoysfair)  
[www.youtube.com/spielwarenmesse](http://www.youtube.com/spielwarenmesse)  
[www.spielwarenmesse-eg.de/press](http://www.spielwarenmesse-eg.de/press)

## Spielwarenmesse eG

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## Young Innovative Companies

Spielwarenmesse® and the Federal Ministry for Economic Affairs and Energy (BMWi) provided support for young innovative companies exhibiting at the fair. 23 young German companies in hall 3A surprised buyers with their original product ideas and developed potential international business.

## New Exhibitor Center

58 companies from 27 countries took part as first-time exhibitors in the New Exhibitor Center at Spielwarenmesse®. The visitors value the pavilion in hall 3A as a cornucopia of play ideas and new contacts for individual touches to their range.

“ **It is impossible to be in the toy market without coming to Spielwarenmesse.** ”

**Eduardo Rizzo Rinke**, Owner, Rinke Import, (BR)

## Exhibitors donate toys

The exhibitors round off Spielwarenmesse® with a charitable finale. Over 800 companies donated toys for needy children. Spielwarenmesse eG handed over the donated toys on behalf of the exhibitors to local institutions in Nuremberg and to the SOS Children's Villages for Germany-wide distribution.



## International fair programme World of Toys by Spielwarenmesse eG:

Kids India	18 - 20 Sep 2014
Toyzeria	30 Oct - 02 Nov 2014
Hong Kong Toys & Games	12 - 15 Jan 2015
Kids Russia	11 - 13 Mar 2015

[www.world-of-toys.org](http://www.world-of-toys.org)