

Welcome back to the

TOY FAIR



we've missed you! Come and see us at

OLYMPIA LONDON 25-27 JANUARY 2022

Join us for Press Day on Tuesday 25 January and the unveiling of the Toy Fair's Hero Toys at 9.30am

- More than 250 exhibiting companies including the biggest brands such as Playmobil UK Ltd and LEGO, through to smaller and innovative start-up companies
- Thousands of brand new products including tech toys, plush, board games, construction toys plus many more
- Receive current market stats and information on the toy industry
- Interview specialist industry people
- Discover the hottest new toys and trends

Dan Jones - The Sun

"Toy Fair is always a brilliant place to see all the latest toys that will be hitting the shelves throughout the year. All products are showcased for media in an exciting environment full of the industries key players. Exhibitor are always welcoming and engaging when visiting their stands, letting you know exactly what toys will be making a buzz in 2022.

It's a fantastic place to easily see the biggest launches from family favourites, and to check out what the newest toy companies are bringing to market. It's great to see the return of such an important industry event!"



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