

# Spielmix GmbH: Your Gateway to the German Toy Market

Connecting international toy brands with Germany's thriving retail landscape – from strategy to shelf.





ABOUT US

## Who We Are



### Trusted Partner

We've successfully guided international toy brands into the German market, including Jakks Pacific, Silverlit, Panini, Razor, Zuru, and many more. We build strong, trustworthy relationships with German retailers that drive sustainable growth.



### Industry Experts

Decades of hands-on expertise in the German toy sector. Founder and CEO, Andreas Chevalier previously led a highly successful German toy company ranking in Germany's Top 10 according to Circania, bringing proven operational and strategic excellence to every partnership.



### Retailer Network

Built over decades of hands-on experience, we've cultivated very personal and deep connections across all major sales channels — from specialist toy stores to discounters — ensuring your brand reaches every corner of the German market.

# Our Mission



## Bridging Brands & Retailers

We help international toy brands enter and **thrive** in the German toy retail market — the heart of Europe's toy industry.

Through tailored strategies and hands-on support, we build sustainable growth and bridge the gap between manufacturers and retailers with efficiency and passion.

# Why Germany?

Germany is one of Europe's most attractive toy markets – and one of its most demanding. Here's why it deserves your attention.

**€3.5B**

## Annual Sales

Europe's 3rd largest toy market by revenue

**83M**

## Consumers

Large population with high purchasing power

**#3**

## In Europe

Highly competitive retail landscape requiring expert navigation

- Growing demand for innovative, quality toys and games makes this the ideal time for international brands to enter the market.

WHAT WE DO

# Our Services



## Market Entry Consulting

Navigate regulations, trends, and consumer insights with confidence. We prepare you for every step.



## Retailer Network Access

Leverage our connections to key German toy retailers – from specialty stores to national chains.



## Logistics & Supply Chain

End-to-end supply chain support tailored specifically to the needs of the toy industry.



## Sales & Marketing Support

Boost your brand visibility and accelerate sales through targeted marketing strategies.



# Proven Track Record

## Trusted by Leading Brands

We've successfully launched multiple international toy brands in Germany, building strong partnerships with major retailers including **Smyths**, **Thalia**, **Kaufland**, (...) and leading specialist stores.

Our partner Lisciani has increased their **turnover 67-fold** within three years thanks to our partnership.



# How We Work With Partners

Our collaborative approach ensures alignment at every stage – from initial planning to ongoing performance optimization.



Every partner receives a dedicated account manager ensuring smooth operations, clear reporting, and consistent growth.

EDGE

# Our Competitive Advantage

## Deep Market Expertise

In-depth knowledge of the German toy landscape combined with hands-on operational support you can rely on.

## Faster Time-to-Market

Established retailer relationships and streamlined processes drastically reduce your time from strategy to shelf.

## Flexible & Partner-Centric

Our service model adapts to your brand's unique needs – no rigid packages, just tailored solutions that work.





✦ OPPORTUNITY

# Let's Grow Together

## **Unlock Potential**

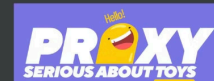
Tap into the full power of the German toy market with a partner who knows the way.

## **Leverage Our Network**

Benefit from our expertise, retailer connections, and genuine passion for the toy industry.

## **Join Our Family**

Become part of a growing community of successful international brands thriving in Germany.



GET IN TOUCH

# Contact Us



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Let's start your German market success story today!