



energy and raw material prices as well as disproportionately rising personnel costs—continue to result in significant pressure on margins. In addition, U.S. tariffs are having a negative impact.

Alongside political challenges, the industry and retail sector are also facing new realities due to largely uncontrolled product imports via Asian online platforms. While domestic manufacturers must contend with complex bureaucracy and comply with strict requirements of the European Toy Safety Directive, untested low-cost products and counterfeits from Asia reach children directly by air freight.

One such Chinese product earned a BRUDER imitator the “Plagiarius” award in 2025. This negative prize is awarded annually by Aktion Plagiarius e.V. for particularly blatant product copies. For BRUDER, it was already the eighth time that a counterfeit of one of its products had been singled out.

Even after 50 years, BRUDER remains a strong partner for the retail trade. To continue guaranteeing play value for its young customers, the company consistently invests in the development of new products. For 2026, 16 new items across various price segments have been announced. In addition, investments are being made in the company’s own vehicle fleet as well as in an energy-saving, optimized production process. Overall, last year’s investment volume amounted to 8 percent of annual revenue.

### **Country Overview**

BRUDER’s model-like toys are distributed worldwide in more than 60 countries. In 2025, the export share decreased by 2 percentage points year-on-year to 66 percent. Germany therefore remains the strongest sales market, closing the year with a slight increase. However, geopolitical problems are leading to declines in a large number of European markets, while U.S. tariffs have also had a negative impact in the United States.

### **Training and Skilled Workers**

Overall, BRUDER views the current personnel situation with near satisfaction. With a stable workforce of 470 employees (as of December 31, 2025), a solid staffing level has been maintained at the Fürth-Burgfarrnbach site. Positions that became vacant due to retirement were filled relatively quickly. Nevertheless, addressing the shortage of skilled workers remains a central challenge, and fostering qualified young talent continues to be essential.

“At BRUDER, training is an integral part of our corporate strategy. Last September, ten commercial and industrial-technical trainees embarked on a new chapter in their lives. Production-related professions, in particular, are in high demand on the job market. Filling these positions with qualified candidates continues to present us with new challenges. This makes it all the more important for us to support the skilled professionals of tomorrow at an early stage,” emphasizes Paul Heinz Bruder. “This is also reflected in our retention rate: seven of the nine graduates of the 2025 class were offered permanent employment contracts within the company.” BRUDER currently employs a total of 25 trainees across seven occupational profiles.

### **Outlook and Product Innovations 2026**

In 2026, the Bruder family looks back on 100 years of entrepreneurial history. It began as a one-man craft business working from home, continued through the upheaval and reconstruction after the Second World War, and included the bold decision to adopt the then-new material “plastic.” Perseverance and continuous development shaped the company over the decades. A consistent focus on the right products, the use of high-quality materials, and a down-to-earth approach ultimately turned BRUDER into a global player in the toy industry. This success was underscored most recently by the milestone of the 50th brand anniversary celebrated last year.

A small special section of the BRUDER trade fair stand at this year’s Toy Fair is dedicated to this topic and guides visitors through the history of the company and the Bruder Family. Trade visitors can find the BRUDER stand in **Hall 6 / Stand C31–37**.

Overall, BRUDER will present 16 new products from five themed worlds at the fair. Even the youngest BRUDER fans can look forward to additions to the ROADMAX vehicle range.

#### ROADMAX – The Series for Children Under Three

Just in time for the start of the sand-box season in April, BRUDER is launching a *ROADMAX fire engine* and a *ROADMAX crane truck* for its youngest fans. The “Emergency” and “Construction” themes were previously missing from this line and now expand play possibilities for children recommended from two years of age. The fire engine features a swiveling, extendable ladder with rescue basket, enabling young rescuers to successfully complete their missions. The crane truck also has an extendable crane arm. The specially developed crane hook is age-appropriate and does not use a cord—yet offers just as many play options. Stable fold-out supports ensure a secure stand for both vehicles. The realistic design of ROADMAX vehicles appeals to children

of all ages, while the age-appropriate functions and robust construction are specifically tailored to the needs of BRUDER's youngest fans under three.

### Municipal Vehicles Theme World

Another product highlight at this year's Toy Fair is an entire fleet of a new model: the VarioCar. This versatile and maneuverable vehicle has become indispensable in municipal operations. BRUDER will launch the all-rounder in four versions this summer. The first is the *VarioCar Green Area Irrigation*, featuring a spray arm, fillable tank, and rear-mounted pump. The second variant is designed for *Traffic Safety* and comes with an extensive traffic safety set, including traffic lights and warning barriers, loaded on its trailer. The third model, the *VarioCar Street Sweeper*, cleans every sidewalk with its adjustable brushes and features a fold-open waste container. The range is completed by the *VarioCar Winter Service* with plow blade and spreading function—an indispensable helper during the cold season.

The *Traffic Safety Set with Traffic Lights* will also be available separately as an accessory from May on.

BRUDER is also launching a *Petrol Station with Car Wash* as an accessory. This optimally complements existing fleets—regardless of whether they refuel with gasoline or electricity.

Drop-off containers are indispensable on any BRUDER construction site. With the *MAN TGA Skip Container Truck*, rubble and soil can be professionally disposed of starting from January on.

### Agriculture Theme World

Available in stores as early as January is the new *DEUTZ-FAHR 8280 TTV Warrior* in a special black finish, enriching the agriculture theme world. In proven BRUDER quality, the new DEUTZ-FAHR ensures realistic play fun in children's rooms.

To match the new towing vehicle, a *Self Loading Bale Trailer* will be released in January, followed in April by one round baler each from licensors Fendt and Massey Ferguson: the *Fendt Round Baler Rotana 180V* and the *Massey Ferguson Round Baler RB 4180V*.

As a further accessory, a *Hay Rack with Fences and Trough* will complement the agricultural theme world from February on.

## Emergency Vehicles Theme World

Within the police and emergency vehicles theme world, a special operations team was previously missing. From March onward, the *MB Sprinter Police Special Forces*, together with the *bworld figure Police Special Forces*, will fill this gap. When operations become critical, the special unit will be ready to provide rapid support.



*Available in summer 2026: The new VarioCar range of BRUDER*

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### **About BRUDER Spielwaren GmbH + Co. KG:**

For many decades, the family company BRUDER has been developing and producing model toys with international success. The majority of the products are still manufactured at the main plant in Fürth in Bavaria. The award-winning manufacturer cares deeply about sustainability, attention to detail and the fun factor of its 1:16-scale toys. In addition to tractors, forklifts, combine harvesters, emergency service vehicles or trucks from numerous well-known brands of large-scale technology manufacturers, the bworld range has been completing children's play worlds since 2011 with a variety of realistic-looking figures and themed sets. BRUDER toys are made from high-quality recyclable plastics. In addition, an extensive range of spare parts ensures a particularly long service life and thus a high degree of sustainability.

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