

Internationale Spieltage

**SPIEL '18**

Messe Essen · 25.-28. Okt. 2018



Essen, Sunday 28 October 2018

Final Report from the 36th International Games Event - SPIEL '18 with COMIC ACTION

## **The world's largest consumer fair for board and card games SPIEL '18 comes to an end once again reporting record numbers - the industry is delighted with the excellent response**

**The world's largest fair for board games came to an end with a new record participation of 190,000 games fans, buyers and licensees from all over the world (previous year: 182,000). The demand for board and card games has risen sharply in recent years, despite the ongoing digitalisation via mobile phone, console and computer games. The German board game industry is already recording a 16 % increase in sales for the first eight months of this year and is moving into the traditionally strongest fourth quarter with its Christmas business in euphoric mood.**

For four days SPIEL '18 was once again the navel of the board game world. Already in the run-up to the fair, records were set with 1,150 exhibitors (previous year 1,100) from 50 countries and a further 11% increase in exhibition space to 80,000 sqm. In recent years, board games have become mainstream pop-culture and inspire both children and adults, casual and frequent players.

"The fact that we attract so many enthusiastic visitors from all over the world and can present so many wonderful games, just goes to show that we are living in a golden age of board games," says Dominique Metzler, Managing Director of the organiser - Friedhelm Merz Verlag.

Board games bring people together, tell stories, create experiences and fascinating worlds. Games make an important contribution to social togetherness and tolerance. This is also shown by a strong trend at this games event: Among the 1,400 new games and world premieres on show, there were a striking number of cooperative games in which the players compete together against the game and the "sense of togetherness" is in the foreground.

A new phenomenon are the so-called Unique Games, in which most of all components in the box are different for each game. So, each purchased copy is unique and each game plays differently.

For the first time, representatives of the German Cultural Council visited SPIEL and were enthusiastic about the popularity of the event and the development that analogue games have undergone in recent years. During a panel discussion on the significance of board games as a cultural asset, the Cultural Council and politicians were open to giving greater recognition to board games in the perception of the cultural sector, for example by including them in the collection catalogue of the German National Library or by intensifying support for games in schools and social institutions.

The unwavering boom time for board games is also delivering great sales figures for the industry once again: The Interessengemeinschaft Spieleverlage e.V. has recorded sales growth of 16 % among German publishers in the first eight months of the year and expects 50 million games to be sold this year. With the forthcoming Christmas trading period, annual sales of more than 500 million Euros are forecast for the sector. The international market also continues to report rapid growth.

The next International Games Event, SPIEL '19 will take place from 24-27 October 2019 at the Messe Essen. Organizer: Friedhelm Merz Verlag, D-53173 Bonn, Bismarckallee 8, Phone: +49 228/344273, E-Mail: [info@merz-verlag.com](mailto:info@merz-verlag.com), [www.spiel-messe.com](http://www.spiel-messe.com).