



You are invited to submit your products for the Swedish Toy of the Year 2026

Now it's time to submit your most exciting, fun, creative, well-designed and innovative products for the Swedish Toy of the Year 2026.

Why Toy of the Year?

The Toy of the Year award highlights why play is one of the most important building blocks in a child's life. Through play, children develop language, imagination, creativity, problem-solving skills, motor skills and social interaction. Play helps children practice emotions, learn to cooperate and explore how the world works. It supports children's growth, both as individuals and together with others.

At the same time, screen time is increasing and often replaces the active and creative play children need to thrive. That is why we are highlighting Toy of the Year to give families more meaningful options.

The award exists to protect play and make it easier to find safe, inspiring and high-quality toys that really contribute to children's development and joy. By highlighting toys with high play value, innovation and responsibility, we want to inspire more play, more imagination and more activity and at the same time contribute to a better balance in children's everyday lives.

The Toy of the Year shows why play is so important for children, for families and for society as a whole.

Overall goals of the award:

- Increase focus on the toy and baby industry
- Act as a sales-promoting activity
- Contribute to increased market share
- Strengthen and expand media coverage

NEW from 2026 – five clear categories

From 2026 onwards, Toy of the Year will be awarded in five categories. The categories reflect children's developmental stages and today's ways of playing, allowing the jury to make fair and relevant comparisons.

At the same time, we have chosen to remove the former "main category" Toy of the Year. The purpose is to strengthen the award's role as a quality guide rather than appointing a single "super winner".

A single main prize tends to benefit certain types of products while making others less visible, even if they are the best within their target group. When all categories have equal status, the award becomes more relevant for more children, more types of play and more industry players, creating greater overall impact in both retail and media.

Why multiple categories?

Play is diverse, and children's needs change rapidly across different developmental stages.

A baby product, a construction set and a creative kit do not compete for the same type of play and therefore cannot be fairly judged against each other.

Categories allow us to:

- Compare similar products with similar products
- Reflect the full breadth of play
- Strengthen the award's credibility and usefulness for both retailers and consumers

Five categories are a conscious balance between clarity and relevance.

- Too many categories risk diluting impact in retail and media
- Too few categories make the award less fair and less useful

With five broad and clear categories, we get both strong communication and a fair assessment while the award is easy to use in stores and e-commerce.

Toy of the Year 2026 – Categories

- Toy of the Year – Toddlers
- Toy of the Year – Preschool
- Toy of the Year – School-age Children
- Toy of the Year – Kidult (Teen/Adult)
- Toy of the Year – Innovation

To participate, the product must:

- Comply with applicable safety and manufacturing regulations
- Be of high quality and have high play value
- Preferably be expandable or combinable with other toys/products
- Be a new product or have generated renewed interest
- Be available for purchase by players in the toy and baby industry

Registration

Registration must be completed no later than **February 20** using the separate registration form and sent to info@lekobaby.se or via the registration form on our [website](#).

Together with the application, we would like you to attach:

- Product images (preferably high-resolution)
- Information about planned marketing activities
- A motivation explaining why the product should win its category

Sample

A sample must be in place by **February 26** and sent to:

Lek- och Babybranschen

Vänersborgsvägen 5

SE-746 34 Bålsta

Sweden

Contact: Jennifer Rydén

Mobile: +46 70 590 76 97

If samples are not available, high-resolution images and a product description may initially be submitted until a sample can be sent. The jury may also nominate products they consider particularly interesting.

Entry Fee

- SEK 3,000 per submitted product
- For winning products, an additional fee of SEK 5,000 per category applies

The fees are used, among other things, for press releases and other media processing.

PR and Awards Ceremony

- **Week 10:** The finalists are presented internally to the industry. This gives suppliers and retailers the opportunity to plan sales, marketing and autumn activities in good time.
- **Week 11:** The winners are announced internally to the industry to create the conditions for continued planning of sales, campaigns and communication for the autumn.
- **Week 35:** Press release announcing the finalists is distributed to media.
- **Week 42:** Press release announcing the winners of Toy of the Year 2026 is distributed.
- **Week 42:** Visibility and activation in connection with *Underbara Barn*, October 16–18.

Award Ceremony

The award ceremony will take place on **May 21** in conjunction with the industry day “Lek&Babydagen” in Stockholm. Each winning company is entitled to participate with one representative free of charge.

Toy of the Year Logo

The Toy of the Year logo must be ordered from Lek- och Babybranschen. Please note that no other logos may be used and that the logo may not be altered.