



**Euromonitor  
International**

# Traditional Toys and Games in France

July 2025

Table of Contents

## Traditional Toys and Games in France - Category analysis

### KEY DATA INSIGHTS

#### 2024 DEVELOPMENTS

Overall stagnation, but construction sees dynamism

Chart 1 - Key Trends 2024

#### INDUSTRY PERFORMANCE

LEGO Group's innovation and licensing boost growth for construction

Lego leverages the kidult trend with successful architecture and botanical sets

Chart 2 - Lego Expands its Botanicals Range with Orchidée

Pokémon drives growth in collectible card games, and One Piece is launched in France

JouéClub and others adapt to the falling birth rate, focusing on a wider offering

Chart 3 - JouéClub Broadens its Offering to Become a One-Stop-Shop

#### WHAT'S NEXT?

Games and puzzles to see modest expansion and continue to lead traditional toys and games

Falling birth rate and other factors set to reshape traditional toys and games

Addressing different consumer groups will be important, driving the kidult trend

Chart 4 - Analyst Insight

#### COMPETITIVE LANDSCAPE

LEGO thrives, while Mattel and Hasbro struggle

Buki France expands its product range; Le Jouet Simple expands distribution

McLaren model vehicles engage consumers, while Lego and Mega Bloks compete

#### CHANNELS

Despite share decline, traditional toys and games stores remain popular

Retail e-commerce sees dynamism, but may be plateauing

Jouet Prix Bas offers lower prices during the Christmas season

#### COUNTRY REPORTS DISCLAIMER

## Toys and Games in France - Industry Overview

### EXECUTIVE SUMMARY

Cautious consumer spending and a falling birth rate lead to a difficult year for toys and games

### KEY DATA INSIGHTS

Chart 5 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Toys and games faces decline, driven by video games

Lego profits from the kidult trend, with innovative products like Notre-Dame de Paris

Chart 6 - New Lego Notre-Dame de Paris Set Appeals to Kidults

One Piece collectible cards aim to replicate Pokémon's success

Chart 7 - Asmodee Launches One Piece Trading Cards in France

Familiar video games software titles continue to lead, but there may be opportunities for smaller publishers

#### WHAT'S NEXT?

Video games set to drive growth in toys and games

Challenges will remain in terms of inflation and the falling birth rate

Collectibles, kidults, and new launches set to shape toys and games in the future

Innovation will be crucial for growth in toys and games

## COMPETITIVE LANDSCAPE

LEGO Group drives growth, although players in video games maintain their lead

Buki expands its product range; Monopoly Go! sees success

Chart 8 - Monopoly Go! Mobile Game Reimagines the Classic Board Game

In 2025, new launches and stronger competition set to affect toys and games

## CHANNELS

Retail e-commerce dominates, but may be plateauing

Chart 9 - Analyst Insight

Offline retailers benefit from offering advice, although grocery retailers struggle

Jouet Prix Bas attracts price-conscious parents with temporary store concept

Retailers adapt their strategy amidst falling birth rate

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029

Chart 11 - PEST Analysis in France 2024

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in France 2024

Chart 13 - Consumer Landscape in France 2024

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-toys-and-games-in-france/report](https://www.euromonitor.com/traditional-toys-and-games-in-france/report).