



**Euromonitor
International**

Traditional Toys and Games in Spain

June 2025

Table of Contents

Traditional Toys and Games in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for construction and games and puzzles despite overall downturn

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Games and puzzles and construction grow despite decline for overall traditional toys and games

VTech and Famosa leverage technology and eco-awareness in toys

Chart 2 - Famosa's FungiPot Launches in 2025, Blending Tech with Nature

Pictionary Adults Only and other kidult products contribute to growth

Chart 3 - Analyst Insight

Feber Recycle Eco House promotes sustainability in toys and games

Chart 4 - Eco-Friendly Toys Like Feber Recycle House Reflect Growing Focus on Sustainability

WHAT'S NEXT?

Games and puzzles to see the fastest growth over the forecast period

Companies will collaborate in terms of promotion, production, and entertainment to broaden their reach

A trend towards eco-friendly, safer toys expected

The rise of interactive toys

COMPETITIVE LANDSCAPE

Mattel's lead challenged by LEGO, and Giochi Preziosi gains

Tranjis Games's Virus game drives share gains

Goliath and Bizak strategic alliance aims to expand Iberian market presence

Lego targets various demographics via partnerships and licensing deals

CHANNELS

Resurgence for traditional toys and games stores

Growth for retail e-commerce continues, driven by wide product range and social media

Concept stores focus on brand experiences and curated luxury goods

COUNTRY REPORTS DISCLAIMER

Toys and Games in Spain - Industry Overview

EXECUTIVE SUMMARY

Growth for video games offsets decline of traditional toys and games

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games drives expansion for toys and games despite overall slowdown in growth

Xbox Cloud Gaming and Cloudsky drive expansion of cloud gaming

Chart 6 - Cloudsky Introduces Energy-Saving Android Cloud Gaming Solution in 2024

Pictionary Adults Only targets a more mature audience for social entertainment experiences

Chart 7 - Pictionary Adults Only Gains Traction as Kidults Seek Adult-Themed Games

Established franchises drive video games revenue and limit innovation

Chart 8 - Analyst Insight

WHAT'S NEXT?

Video games to lead growth within toys and games

Kidult trend and strategic partnerships set to drive growth for more complex toys and licensed toys

Cloud gaming, new launches, and interactive products set to reshape toys and games

COMPETITIVE LANDSCAPE

Mattel sees a slight decline, while LEGO Group gains ground

Steam Deck invigorates hand-held consoles; Tranjís Games expands in games and puzzles through its Virus game

Goliath and IMC Toys seek partnership opportunities to expand their reach

Lego and Nintendo drive expansion through partnerships and key launches

CHANNELS

Retail e-commerce drives growth, driven by video games software

Offline retail recovers as it is important for providing brand experiences; Sony uses hybrid distribution for PlayStation 5 Pro

Retail e-commerce impacts distribution of traditional toys and games via broader product ranges and home delivery

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029

Chart 10 - PEST Analysis in Spain 2024

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Spain 2024

Chart 12 - Consumer Landscape in Spain 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-spain/report.