



Euromonitor
International

Toys and Games in Sweden

June 2025

Table of Contents

EXECUTIVE SUMMARY

Rise of kidults and strength of video games drive overall sales

KEY DATA INSIGHTS

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games leads growth in toys and games

Sustainability drive and inclusivity trend influence players' strategies

Chart 2 - Dataspelsbranschen Focused on Reducing its Climate Footprint

Hasbro Nordic targets kidults with Marvel Legends range

Game Science and Hasbro embrace digital distribution and e-commerce growth

Chart 3 - Black Myth: Wukong Among Best-Selling Games on Steam

WHAT'S NEXT?

Video games to retain dominance of toys and games in Sweden

Consumer behaviour shaped by digital purchases, eco awareness, and nostalgia

Adapting traditional toys and games with digital options for broader gaming audience

COMPETITIVE LANDSCAPE

Sony gains share in concentrated competitive landscape

Embracer Group investments drive growth through decentralised, innovative approach

MGA and Zapf Creation merger to increase share

Chart 4 - Analyst Insight

Nintendo confirms new console launch with controller upgrades

CHANNELS

Retail e-commerce dominates toys and games distribution due to convenience

Retail offline remains important for traditional toys and games

DreamHack events boost game exposure and merchandise sales

ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2019-2029

Chart 6 - PEST Analysis in Sweden 2024

CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Sweden 2024

Chart 8 - Consumer Landscape in Sweden 2024

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA INSIGHTS

2024 DEVELOPMENTS

Kidult trend, collectibles and sustainability influence category performance

Chart 9 - Key Trends 2024

INDUSTRY PERFORMANCE

Lego Star Wars helps drive sales of construction in local market

Hasbro and Squishmallows target adult consumers with mythology-themed products

Chart 10 - Squishmallows Special Nordic Release

Simba Dickie Group awarded for sustainability efforts with recycled material

Disney Lorcana and Sylvanian Families leverage collectibles trend through communities

Chart 11 - Disney Lorcana Trading Card Game

WHAT'S NEXT?

Construction to drive sales, while parents are set to increasingly search for STEM-based toys and games

LEGO Group's sustainability efforts and innovation resonate with consumers

Chart 12 - Analyst Insight

Kidult trend set to persist, driving demand for collectibles

COMPETITIVE LANDSCAPE

Hasbro's Star Wars struggles; Ravensburger's Lorcana success driven by expansion

Silverlit benefits from new products and international sales expansion

MGA Entertainment merger to leverage doll expertise and expand presence

Mattel launches Minecraft action figures ahead of film premiere

CHANNELS

Retail e-commerce overtakes physical stores as leading distribution channel

Paddington Bear partnership will enhance museum appeal and brand heritage

Video Games in Sweden

KEY DATA INSIGHTS

2024 DEVELOPMENTS

Digital content continues to drive growth of video games in Sweden

Chart 13 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games software buoyed by major titles and subscription services

Chart 14 - Elden Ring Shadow of the Erdtree Video Game

Activision Blizzard uses subscriptions to drive World of Warcraft engagement

Chart 15 - Microsoft Corp offers 12-month World of Warcraft Subscription

Konami's Silent Hill 2 remake taps into the kidult segment

WHAT'S NEXT?

Video games software set to be most dynamic performer overall

AI personalisation and new releases to boost video games

Hazelight focuses on narrative, while Infinity Nikki uses cross-platform play

COMPETITIVE LANDSCAPE

Sony strengthens leadership of consolidated competitive landscape

Embracer Group's autonomy model and investment drive growth

Chart 16 - Analyst Insight

Nintendo plans new console with improved functionality in 2025

CHANNELS

Retail e-commerce remains dominant distribution channel for video games

DreamHack boosts video game engagement through esports and partnerships

Digital sales and collectors support online game sales

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/toys-and-games-in-sweden/report.