

Traditional Toys and Games in Italy

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in construction and puzzles and games driven by nostalgia, and community

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Lego uses pop-up shops and partnerships to drive growth

Funko Pop! Valentine's release highlights kidult influence on gift choices

Chart 2 - Valentine's Day Funko Pop! Surge Highlights Kidult Spending on Collectibles in 2024

Nostalgia a strong feature behind collectibles and marketing campaigns

Chart 3 - Majorette and Bburago Spark Interest with Anniversary Celebrations in 2024

Miraculous licensing drives sales, leveraging TV and film tie-ins

Chart 4 - Miraculous Launch Boosts Playmobil Sales Ahead of Christmas 2024

WHAT'S NEXT?

Construction to lead overall growth in category impacted by changing demographics

Licensing to shape traditional toys and games and influence trends

Tech integration and further rise of digitalisation

COMPETITIVE LANDSCAPE

LEGO strengthens leadership with seasonal sets and new licensed products

Spin Master marks Rubik's Cube anniversary with new products

Cranio Creations partners Quercetti to launch Point Art game in 2024

Clementoni's AIRO robot wins innovation award for educational gaming

Chart 5 - Analyst Insight

CHANNELS

Rocco Giocattoli expands retail presence and tests new product launches

Lucca Comics showcases product launches and brand engagement for games

Online channels drive toy sales, influenced by social media trends

COUNTRY REPORTS DISCLAIMER

Toys and Games in Italy - Industry Overview

EXECUTIVE SUMMARY

Growth fuelled by video games, kidult trend, collectibles, and e-commerce

KEY DATA FINDINGS

Chart 6 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games records fastest growth

Tamagotchi relaunch targets nostalgic adults amid kidult trend

Chart 7 - Tamagotchi Revival: Rock Glitter Edition Targets Nostalgic Adult Gamers

Collectibles gain popularity, driven by limited editions and social media

Chart 8 - Sylvanian Families Boom as Social Media Fuels Collecting Trend in 2024

Moana film drives merchandise sales with Mattel and JAKKS Pacific

WHAT'S NEXT?

Video games to lead industry growth

Cloud gaming and personalisation to shape future gaming experiences

Toy affordability improves but inflation still hampers sales growth

COMPETITIVE LANDSCAPE

Fila targets adults with Didò variations amid changing market

MGA launches Bratz Mean Girls doll line with Paramount Consumer Products

Peg Perego reduces workforce amid sales decline, acquisition possible

Plaion relaunches vintage console, targeting nostalgia and adult consumers

CHANNELS

E-commerce remains dominant distribution channel, although in-store remains important

Chart 9 - Analyst Insight

Pop Mart opens first store, targeting kidults with licensed figures

TV adverts drive board game popularity, particularly Monopoly, Cluedo and Forza 4

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029

Chart 11 - PEST Analysis in Italy 2024

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Italy 2024

Chart 13 - Consumer Landscape in Italy 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-italy/report.