



**Euromonitor  
International**

# Nostalgia, Sustainability, and Digital Innovation Reshape the Toys and Games Industry

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Key drivers of change

Key drivers in toys and games

## NOSTALGIA AND THE KIDULT MARKET

Nostalgia driving the kidult market

Industry growth through cross-platform strategies

Understanding nostalgia and the kidult market

McDonald's Australia introduces adult Happy Meals

Beyblade targets adults with "X" and is revitalised in Japan

Banco Imobiliário , captivating younger and older consumers through innovation

Redefining nostalgia and kidults: A new playbook for toys and games

## SUSTAINABILITY AND ECO-FRIENDLY INNOVATION

Rising focus on sustainability in the toys and games industry

Key sustainability trends in consumer choices

A regional view of consumer expectations on sustainable packaging

Driving forces behind sustainability and eco-innovation

Toy Maker of Lunenburg leverages sustainable materials for unique puzzle

Cape Town toy factory turns old milk bottles into toys

LEGO Korea launches five new series targeting girls to boost its sales

Tesco and Hasbro launch recycling initiative with Wastebuster

Moving beyond plastic: The eco-toy movement

Rewriting the sustainable playbook for the toys and games industry

## DIGITAL INTEGRATION AND INTERACTIVE PLAY

The surge of mobile and online gaming in digital play

Driving forces in digital integration and interactive play

The emergence of AR, VR, and app-driven interactive play

Emerging markets growing in importance as US falters

Miko Mini provides affordable AI toy catering to privacy-conscious parents

VTech Partners with Paw Patrol to launch interactive, e-educational toy watch in Poland

Alpha Group Expands IP Influence via Children's TV Channels

Minecraft Education hosts competitions that teach sustainability principles

Driving engagement through digital innovation in toys and games

## CONCLUSION

Opportunities for growth through capitalising on trends

Unveiling strategic opportunities in the toys and games industry

Evolution of playtime: How consumers are redefining toys

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/nostalgia-sustainability-and-digital-innovation-reshape-the-toys-and-games-industry/report](https://www.euromonitor.com/nostalgia-sustainability-and-digital-innovation-reshape-the-toys-and-games-industry/report).