



Euromonitor  
International

# The World Market for Toys and Games

June 2025

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Our expert's view of toys and games in 2025

Toys and games snapshot

Key findings

## INTRODUCTION

Toys and games offers nostalgia, comfort, escapism and social connection

Top five trends in toys and games

Top five trends uncovered

Drivers of consumer markets and impact on toys and games

Adjacent industries and how they impact toys and games

## STATE OF THE INDUSTRY

Escapism and nostalgia to fuel toys and games growth

Video games surged globally except Turkey, where growth was curtailed by government

Asia embraces mobile games, while traditional toy companies seek refuge in the West

Many high income earners are avid gamers who play video games at least monthly

## COMPANIES AND PRODUCTS

Tencent and Lego were the only leading companies to see share growth in 2024

Chinese companies are carving out their own markets with differing strategies

Leading companies losing share as consumers look for value and affordability

New fans and old fans turn to games and puzzles to be screen-free

PopMart triggering the blind box collectible craze in Southeast Asia

"Tiger mums" fuel STEM toys boom

## CHANNELS

Digital distribution of video games propelled e-commerce sales

Offline retailers are still an important channel for traditional toys sales

## FUTURE OUTLOOK

Video games continue to drive toys and games over the period to 2029

Video games drive growth but kidults keeping traditional toys relevant

Video games accelerates, traditional toys still retains appeal

## CONCLUSION

Unlocking growth opportunities while playing and having fun

Opportunities for growth

Our expert's view of toys and games to 2029

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Definitions

## About Euromonitor International

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