

No Child's Play - Kidults Buying Toys

October 2021

Table of Contents

Scope

Key findings

Toys and games poised for strong growth over the forecast period

Traditional toys and games - key categories that appeal to adults

Video games - digital playground for adults

A rise in casual gaming among adults

Who are the kidults ?

Single-person households will reach 550 million by 2040

Asia Pacific and Europe have the largest singleton populations

Childless households have time and money to indulge in their hobbies

More families are not having children

Middle-aged workers are earning more money

Younger workers in emerging markets earn more

Popular movies are franchises Millennials and Gen X grew up with

How to engage the kidults

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/no-childs-play-kidults-buying-toys/report.