Euromonitor International

Traditional Toys and Games in Spain

August 2026

Table of Contents

Traditional Toys and Games in Spain - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Lego Star Wars and Phygital Launches Transform Spending Patterns
Chart 2 - Lego Star Wars Converts Nostalgia into Market Monopoly
Lego Dominates as Construction Toys Outpace All Other Categories
Famosa'S Fungipot Redefines Play with Digital Engagement and Care
Chart 3 - Fungipot by Famosa: the First Interactive Digital Pet Powered by a Real Growing Plant
Chart 4 - Value Sales 2020-2030
Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Games and Puzzles to Attract Families and Kidults with Innovative Launches
Chart 6 - Analyst Insight for Traditional Toys and Games
Retail E-Commerce and Mindful Play to Reshape Consumer Expectations and Business Models
Chart 7 - Forecast Value Sales 2020-2030
Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Overtakes Mattel as Star Wars Collaboration Accelerates Construction Growth
Smaller Players See Growth Opportunity as Consumer Preferences Diversify
Chart 9 - Company Shares 2025
Chart 10 - Brand Shares 2025

CHANNELS

Traditional Toys and Games Stores Maintain Lead as E-Commerce Narrows the Gap
Chart 11 - Retail Channels 2020-2025

PRODUCTS

Famosa Elevates Play Value with Digital-Physical Collectibles
Lego Leverages Nostalgia and Licensing to Dominate Construction
Grapat Champions Mindful, Sustainable Play Amid Digital Fatigue
Chart 12 - Slow Play, Big Impact: Grapat Leads Spain'S Screen-Free Movement

ECONOMIC CONTEXT

Chart 13 - Economic Context for Traditional Toys and Games
Chart 14 - Real GDP Growth 2020-2030
Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Traditional Toys and Games
Chart 17 - Population 2020-2030
Chart 18 - Consumer Expenditure 2020-2030
Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Toys and Games in Spain - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Sony Expands Digital Access, Reshaping Spending Patterns
Chart 21 - Playstation Plus
Companies Capture Adult Nostalgia, Offering Premium, Licensed Products
Chart 22 - Lego Adult-Focused Licensed Set
Grapat Leverages Eco-Design to Turn Compliance into Consumer Advantage
Chart 23 - Grapat Sustainable Toys
Chart 24 - Value Sales 2020-2030
Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Xbox and Playstation Accelerate Digital Migration, Boosting Recurring Spend
Companies Drive Adult Fandom and Premiumisation through Collaboration
Sustained Digital and Eco-Led Innovation Reshape Distribution and Consumer Trust
Chart 26 - Forecast Value Sales 2020-2030
Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Sa Overtakes Mattel España Sa as Licensed Construction Accelerates
Tranjis Games Sl Drives Local Growth as Launches Reshape Value
Chart 28 - Company Shares 2025
Chart 29 - Brand Shares 2025

CHANNELS

E-Commerce Accelerates as Digital Games Shift Value Online
Chart 30 - Retail Channels 2020-2025

PRODUCTS

Subscription Tier Engineering and Compliance-Driven Material Design Redefine the Product Development Brief
Scopely and Grapat Illustrate How Local Development Capacity and Compliance Design Are Being Reimagined as Product Innovations
Platform Consolidation and Compliance-Driven Shelf Access Are Concentrating Commercial Returns among Integrated Operators

ECONOMIC CONTEXT

Chart 31 - Economic Context for Toys and Games
Chart 32 - Real GDP Growth 2020-2030
Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Toys and Games
Chart 35 - Population 2020-2030
Chart 36 - Consumer Expenditure 2020-2030
Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-spain/report.