



**Euromonitor
International**

Toys and Games in Sweden

September 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Playstation Drives Digital Spending as Physical Toys Premiumise

Chart 2 - Lego 18+ Set

Lego and Labubu Attract Adults as Learning and Sustainability Become Baseline

Chart 3 - Brio Fsc-Certified Toys

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Digital-First Spending and Premiumisation Reshape Value Creation

Kidult Demand and E-Commerce Maturity Accelerate Digital Transformation

Recurring Revenue and Values-Driven Consumption Redefine Business Priorities

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nordisk Film Ab Outpaces Rivals as Digital Focus Accelerates

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Retail E-Commerce Outpaces Physical Retail as Omnichannel Redefines Shopping

Chart 10 - Retail Channels 2020-2025

PRODUCTS

Cross-Media Ip Integration and Dual-Segment Product Architecture Emerge as the Primary Innovation Drivers

Ea Play and Lego Illustrate How Product Architecture Is Being Reimagined across Digital and Physical Play

Platform Consolidation and Retail Channel Restructuring Concentrate Commercial Returns among Integrated Operators

ECONOMIC CONTEXT

Chart 11 - Economic Context for Toys and Games

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Toys and Games

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Chart 19 - Lego Formula One Range

Companies Capitalise on Adult Demand to Boost Sales

Chart 20 - Lego Monkey Palace

Construction Leads as Mindful Play and Nostalgia Drive Value

Chart 21 - Labubu Blind Collectable

Labubu'S Collectable Strategy Inspires Repeat Purchases and Hype

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Companies Expands Adult-Focused Ranges to Drive Sustained Growth

Games and Puzzles Attract New Audiences with Collectable Launches

Chart 24 - Analyst Insight for Traditional Toys and Games

Multi-Purpose Design and Sustainability Influence Product Innovation

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Sverige Ab Expands Portfolio to Reinforce Clear Leadership

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retail E-Commerce Surpasses Offline Stores as Consumers Seek Convenience and Variety

Traditional Toy Stores Maintain Relevance by Offering Specialist Advice and Impulse Appeal

Chart 29 - Retail Channels 2020-2025

PRODUCTS

Scarcity-Managed Release Architecture and Educational Play Positioning Redefine the Innovation Agenda

Lego and Labubu Illustrate How Educational Architecture and Scarcity Mechanics Are Executed as Deliberate Product Innovations

Portfolio Diversification across Age Segments and Release Mechanics Concentrates Commercial Returns among Ip-Rich Manufacturers

ECONOMIC CONTEXT

Chart 30 - Economic Context for Traditional Toys and Games

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Traditional Toys and Games

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Video Games in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Video Games Summary

KEY INDUSTRY TRENDS

Chart 37 - Key Industry Trends for Video Games

INDUSTRY PERFORMANCE

Playstation Store Reshapes Spending as Digital Takes Hold

Chart 38 - Xbox Game Pass

Xbox Game Pass Shifts Value to Access over Ownership

Chart 39 - Nintendo Switch 2

Switch 2 Launch Proves Enthusiasts Absorb Premium Pricing

Chart 40 - Value Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Subscriptions and Digital Libraries Reshape Value as Spend Migrates Online

Recurring Spend and Access-Led Models Transform Publisher Strategies

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nordisk Film Ab Maintains Lead as Digital Channels Tighten Competition

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Digital Storefronts Capture Nearly All Spend as Physical Narrows to Gifting

Chart 46 - Retail Channels 2020-2025

PRODUCTS

Catalogue Curation and Cross-Device Account Architecture Redefine the Innovation Brief

Ea Play and the Nintendo Switch 2 Illustrate How Subscription Design and Hardware Engineering Are Being Reimagined

Platform Consolidation and the Marginalisation of Physical Retail Structurally Concentrate Commercial Returns among Ecosystem Operators

ECONOMIC CONTEXT

Chart 47 - Economic Context for Video Games

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Video Games

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - 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/toys-and-games-in-sweden/report.