



Euromonitor
International

Traditional Toys and Games in Indonesia

August 2026

Table of Contents

Traditional Toys and Games in Indonesia - 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

Kidults Drive Demand for Nostalgic, Limited Collectables

Chart 2 - Kidults Lead Dolls and Accessories Growth

Pop Mart's Vending Machines Fuel Impulse and Convenience-Driven Buying

Chart 3 - Pop Mart's Blind-Box Vending Reshapes Category

Brands Use Local Heritage to Deepen Emotional Ties

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Factors Set to Support Category Growth

Kidult Spending and Local Characters to Reshape Purchasing Habits

Chart 6 - Analyst Insight for Traditional Toys and Games

Eco-Friendly Materials and Transparency to Drive Consumer Loyalty

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pop Mart and Mattel Sustain Growth as Distribution and Kidult Trends Intensify

Blooming Years' Move Reshapes Industry

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Traditional Toys and Games Stores Maintain Lead

Online Platforms Capture Demand with Convenience and Product Diversity

Lifestyle Retailers and Omnichannel Strategies Fuel Channel Innovation

Chart 11 - Retail Channels 2020-2025

PRODUCTS

Original Character Development and Newstalgia Reimagining Drive Product Diversification

Tnt's Character Portfolio and Monopoly: Bali Edition Demonstrate Localised Innovation

Sustainability Credentials and Ip Ownership Build Long-Term Brand Equity and Pricing Power

ECONOMIC CONTEXT

Chart 12 - Economic Context for Traditional Toys and Games

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Traditional Toys and Games

Chart 16 - Population 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Mobile Legends and Roblox Monetise Mass Audiences with Local Payment Options

Pop Mart and Bandai Fuel Adult Demand for Display Collectables

Chart 19 - Pop Mart's Labubu and Crybaby Sell Out

Chart 20 - Lego's Jakarta Blends Education and Immersion

Lego and Playgro Command Premium with Education and Safety Credentials

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Pop Mart and Tiktok Shop to Expand Reach with Collectables and Digital Commerce

Gen Z and Adult Collectors to Drive Premium Growth

E-Wallet Adoption and Creator Commerce to Redefine Purchasing and Engagement

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shanghai Montoon Technology Maintains Lead through Mobile Gaming

Chart 25 - Localised Play and Esports Keep Moonton's Mobile Legends Popular

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Social Discovery Drives Retail E-Commerce's Distribution Dominance

Chart 28 - Retail Channels 2020-2025

PRODUCTS

Social Commerce and Content-Native Product Formats Redefine Collecting

Live-Service Design and Hardware Launches Expand Digital Product Depth

Stem Integration and Certification-Led Design Underpin Premium Positioning

ECONOMIC CONTEXT

Chart 29 - Economic Context for Toys and Games

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Toys and Games

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-indonesia/report.