



Euromonitor
International

Traditional Toys and Games in the United Arab Emirates

August 2026

Traditional Toys and Games in the United Arab Emirates - 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

Strong Market Growth Supported by Innovation and Premiumisation

Chart 2 - Lego Smart Play System with Nfc-Enabled Smart Bricks

Hybrid Play and Premium Nostalgia Reshape Consumer Demand

Chart 3 - Hasbro'S Monopoly and Scrabble Deluxe Editions Boost Adult and Family Sales in the United Arab Emirates in 2025.

Wood & Wonder Connects Families through Mindful Play

Chart 4 - Wood & Wonder - United Arab Emirates Handmade Wooden Toys

Chart 5 - Value Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Kidult Trend Support Continued Growth

Chart 7 - Analyst Insight for Traditional Toys and Games

Construction to Remain Largest While Plush Is Fastest Growing

Retailers Combine Experiential Stores and Digital Convenience to Reach Families

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Strength through Innovation and Premiumisation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Physical Stores Lead While E-Commerce Continues to Gain Share

Mindful Play Concepts Create New Retail Opportunities

Chart 12 - Retail Channels 2020-2025

PRODUCTS

Parental Values and Audience Expansion Are Redefining the Innovation Agenda

New Brands and Retail Concepts Illustrate Innovation in Practice

Business Impact: Margin Lift, Share Shifts, and Portfolio Recalibration

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 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Premiumisation and Kidult Trend Bring Double-Digit Growth

Chart 20 - Adult-Targeted Lego Sets Like the Dubai Skyline Fuel Premiumisation in the United Arab Emirates

Video Games Lead Toys and Games through Digital Innovation

Chart 21 - Xbox Game Pass Combines Tiered Pricing and E& Xbox All Access in the United Arab Emirates Market

Plush and Licensed Toys Drive Growth in Traditional Play

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Kidult Demand and Premiumisation Cause Ongoing Expansion

Chart 24 - Ravensburger Fuses Educational Play and Licensing to Grow Puzzle Demand in the United Arab Emirates

Omnichannel Retail and Localisation Strengthen Competitive Advantage

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sony Extends Lead through Ecosystem Strength and Innovation

Nintendo's Switch 2 and Premium Launches Grow Brand Engagement

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Amazon.Ae and Firstcry.Ae Lead the Shift to Online Purchasing

Experiential Retail Maintains Relevance through Destination Shopping

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Toys and Games

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Toys and Games

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-the-united-arab-emirates/report.