Euromonitor International

World Market for Toys and Games

May 2024

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Scope
Key trends impacting sales of toys and games

STATE OF THE INDUSTRY

Toys and games are still an integral part of consumers' lifestyles
Toys and games recovering and will exceed 2021's COVID-19-related high by 2026
Digitalisation fuelling the popularity of video games globally
Toy companies are targeting revenue growth and shifting their focus to emerging markets
Local games developers critical to video games growth
Government policies and tariffs will dampen the appeal of high growth markets
Action figures and accessories: New TV shows cause Beyblade shares to double in Japan
Games and puzzles: Familiar classics attracting new and younger fans to sustain interest
Dolls and accessories: Barbie is the queen, while blind collectibles are becoming popular
Baby and infant, and pre-school: Decline in spending to stabilise after 2026
Mobile games and online games and subscription propel video game sales
Physical stores can offer an engaging experience that complements e-commerce
Leading companies have lost market share as consumers seek cheaper toys
Avid gamers help sustain Sony's growth, while casual gamers seek other entertainment
Genshin Impact was a global success that made miHoYo billions
Hot Wheels driving Mattel forward, while Barbie remains popular
Mattel is the leader in dolls globally, but key Asian markets have their local favourites
Film tie-ins have transformed Hasbro's fortunes
Beyblade X spinning in the money for Tomy

TOP FIVE TRENDS SHAPING THE INDUSTRY

Key trends impacting sales of toys and games
Pop culture influences driving sales of toys and games
Mechamato powering Malaysia to the global stage
Toy companies improve their product offerings and seek new consumer segmentation
"Fewer, Bigger, Better", as Hasbro focus on its core assets
AI can leverage the play experience and shorten time-to-market of new products
Pictionary vs AI: Reinventing an old game with existing technology
Emerging markets growing in importance as US falters
Global and local brands are customizing for the Mexican consumers
Value hackers stretching their money and demand value
Muslim Block uses culture and family bonding to attract Muslim buyers in the UAE
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