Euromonitor International

Toys and Games in Western Europe

February 2026

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Key findings

REGIONAL OVERVIEW

Western Europe records the lowest CAGR across the review period
Mixed performance for toys and games across Western Europe
Western Europe will see a return to growth across the forecast period
Video games dominate sales in Western Europe
Video games outsell traditional toys and games across Western Europe
Video games software as the largest category within toys and games
Video games largely responsible for new sales over the 2019-2024 period
Kidults continue to emerge as a major consumer group
Launches in the kidult space across Western Europe
E-commerce is the dominant channel for sales of toys and games
Video games sales dominated by online channels

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Toys and games in Western Europe is a fragmented market
Tencent as a key winner in Western Europe as mobile gaming continues to grow
Western Europe remains a fragmented market
Lego dominates the brand rankings in Western Europe

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