Top Five Trends in Toys and Games

August 2026

Table of Contents

INTRODUCTION

Our expert’s view of Toys and Games in 2026
Key findings
From escapism to the excitement of toy purchases
Top five trends in Toys and Games
Top five trends uncovered

SOCIAL MEDIA DROPS

Social media is becoming the new toy aisle
Companies will lose kidults if they do not design the toys for s-commerce
Crybaby : Scarcity and social commerce drives collectible value
Growth opportunities in social commerce and limited releases

PHYGITAL COLLECTIBLES

Phygital collectibles bridge growing digital spending with physical play
Gaming is popular but affluent consumers are also the most avid gamers
Monopoly GO! - Digital play extends the value of legacy IP
Digital engagement extends the value of physical IPs

CLASSICS REIMAGINED

Giving childhood favourites a new lease of life to drive repeat purchases
Nostalgia offers comfort in uncertain times
Beyblade X - Reinventing a legacy IP for a new generation of fans
Premiumisation and nostalgia to drive revenue growth for companies

LOCAL CULTURE PLAY

Local relevance becomes a growth imperative in emerging markets
Merging markets are turning local culture into competitive advantage
A Day of Little Muslims Quiet Books - Faith-based toys address a white space
Growth opportunities through localisation and cultural relevance

MINDFUL PLAY

Digital fatigue fuels demand for mindful play
Toys offer an accessible way to manage stress
Mirumi - Simple interactions deliver emotional comfort
Growth opportunities in emotional wellbeing and relaxation

CONCLUSION

Future implications
Opportunities for growth

- 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/top-five-trends-in-toys-and-games/report.