



Top Five Trends in Toys and Games

August 2026

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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

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Social media is becoming the new toy aisle

Companies will lose kids 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

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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

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Mirumi - Simple interactions deliver emotional comfort

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