Euromonitor International

The World Market for Toys and Games

June 2025

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Our expert's view of toys and games in 2025
Toys and games snapshot
Key findings

INTRODUCTION

Toys and games offers nostalgia, comfort, escapism and social connection
Top five trends in toys and games
Top five trends uncovered
Drivers of consumer markets and impact on toys and games
Adjacent industries and how they impact toys and games

STATE OF THE INDUSTRY

Escapism and nostalgia to fuel toys and games growth
Video games surged globally except Turkey, where growth was curtailed by government
Asia embraces mobile games, while traditional toy companies seek refuge in the West
Many high income earners are avid gamers who play video games at least monthly

COMPANIES AND PRODUCTS

Tencent and Lego were the only leading companies to see share growth in 2024
Chinese companies are carving out their own markets with differing strategies
Leading companies losing share as consumers look for value and affordability
New fans and old fans turn to games and puzzles to be screen-free
PopMart triggering the blind box collectible craze in Southeast Asia
"Tiger mums" fuel STEM toys boom

CHANNELS

Digital distribution of video games propelled e-commerce sales
Offline retailers are still an important channel for traditional toys sales

FUTURE OUTLOOK

Video games continue to drive toys and games over the period to 2029
Video games drive growth but kidults keeping traditional toys relevant
Video games accelerates, traditional toys still retains appeal

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Our expert's view of toys and games to 2029

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