

Global Construction Toys Market Size study & Forecast, by Product (Bricks & Blocks, Tinker Toy, Others), by Material (Wood, Polymer, Metal, Others), by Distribution Channel (Hypermarkets & Supermarkets, Specialty Stores, Online, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Construction Toys Market is valued at approximately USD 20.35 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 1.5% over the forecast period 2022-2029. Construction toy is a collection of uniform elements that enables the fabrication of several models. Major driving factor for the Global Construction Toys Market is rising sales of toys globally. Along with this, market is anticipated to expand more quickly as the advantages of building toys for children's cognitive development become more widely acknowledged. The demand from educational systems is expected to be driven by the goods' ability to assist youngsters develop their spatial reasoning. For instance, early education classes feature toys made of bricks and blocks. These activities for kindergarteners are intended to promote holistic development by encouraging children's imagination and inventiveness.

According to The Toy Association, the total revenue of the global toy market in 2018 was USD 90 billion which has increased significantly to USD 104.2 billion in 2021. However, the high cost of Construction Toys stifles market growth throughout the forecast period of 2022-2029. Moreover, rising adoption of smart toys is creating lucrative growth opportunities for the market over the forecast period. During China's festival season, leading manufacturers are introducing construction toys in the traditional style. For instance, The LEGO Group unveiled a whole set of four new LEGO sets in November 2020 under the names DUPLO, Story of Nian, Spring Lantern

Festival, and Monkie Kids. These toys were released by the firm to honour traditional Chinese culture in the nation. Over the course of the projection period, these initiatives are increasing demand for construction toys in the region.

The key regions considered for the Global Construction Toys Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Due to the growing use of blocks and construction sets in kindergartens in the United States and Canada, North America has become the largest regional market for construction toys. Construction toys are used by academics and child psychologists from a number of American colleges to study children's cognitive abilities. The rising demand from schools, learning facilities, childcare facilities, and classrooms is anticipated to fuel growth in the U.S. construction toys market. Along with this, Asia Pacific is the fastest growing region over the forecast period. The market for these items is anticipated to increase significantly in developing economies like India and China as parents become more aware of the importance of building toys for education and overall development.

Major market players included in this report are:

Hasbro

K'NEX (Basic Fun, Inc.)

Tegu

Mattel

BANDAI NAMCO Group

Spin Master Ltd.

The LEGO Group.

PlayMonster LLC.

KnuckleStrutz

Magformers

Recent Developments in the Market:

The LEGO Group announced in August 2022 that it had opened a 33,850 square metre expansion at its Monterrey factory. The expansion is a part of a USD 500 million investment in the facility that will increase production capacity to meet the region's and the world's growing long-term demand for LEGO products.

With common ideals of inclusion, optimism, and joy, Target Corporation and LEGO embarked into a relationship with the Limited-Edition Lifestyle Collection in October 2021.

Global Construction Toys Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Material, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Bricks & Blocks

Tinker Toy

Others

By Material:

Wood

Polymer

Metal

Others

By Distribution Channel:

Hypermarkets & Supermarkets

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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