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Global Toys & Games Market Size study & Forecast, by Product (Electronic Games, Outdoor & Sport Toys, Dolls, Preschool Toys, Games and Puzzles, Others), by Application (Up to 8 Years, 9-15 Years, 15 Years and above), by Distribution Channel (Offline, Online) and Regional Analysis, 2023-2030

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Abstracts

Global Toys & Games Market is valued approximately USD 305.4 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.70% over the forecast period 2023-2030. Toys and games refer to a diverse range of objects and activities designed for entertainment, amusement, and play. They encompass physical objects, such as dolls, action figures, puzzles, board games, construction sets, and electronic toys, as well as activities that involve imaginative play, outdoor games, sports, and video games. Toys and games serve various purposes, including fostering creativity, promoting social interaction, developing cognitive skills, providing recreational enjoyment, and stimulating physical activity. They cater to individuals of different age groups and interests, offering a wide array of experiences that engage, entertain, and facilitate learning and enjoyment. The driving factors boosting the market are growing population of children and increasing disposable income of parents who can afford to buy different types of toys.

According to Statista, the global population of children were estimated to be approx. 1.98 billion and it is expected to reach approx. 2.03 billion in 2040, thus driving the market. Another factor driving the market growth is increasing disposable incomes that enable parents to spend more on toys and games for their children. As household incomes improve, consumers have greater purchasing power and are willing to invest in high-quality and innovative toys and games. Moreover, integration of technology such

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as augmented reality (AR) and virtual reality (VR) into toys and games is expected to create lucrative opportunities in the market. However, the availability of substitute products and intense competition among established players and new entrants stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Toys & Games Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the dominance of its strong consumer base with a high disposable income, growing emphasis on educational and STEM toys, and effective marketing and advertising campaigns. However, Asia Pacific is expected to become the fastest growing during the forecast period, owing to factors such as rising preference for educational toys beyond core skills, increasing awareness of early childhood development and education, and expansion of retail infrastructure, including shopping malls, toy stores, and e-commerce platforms.

Major market player included in this report are:
Mattel Inc.
Lego Group
Bandai Namco Holdings Inc.
Spin Master Ltd
Moose Enterprise Holdings Pty Ltd
Hasbro Inc.
Takara Tomy Co. Ltd
Simba-Dickie Group
Aoshima Bunka Kyozai Co. Ltd
Tru Kids Inc.

Recent Developments in the Market:
In June 2023, Gameloft for brands, a renowned company specializing in gamified experiences, has partnered with the LEGO Group to introduce the exciting 'Heartlake Friendship Zone' from LEGO® Friends. This immersive and interactive environment is now available for free on both mobile and desktop platforms, offering users a fun-filled experience.
In March 2023, Spin Master, a prominent global children's entertainment company, unveiled the launch of a captivating and enchanting children's franchise called Unicorn Academy.

Global Toys & Games Market Report Scope:
Historical Data – 2020 - 2021

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Base Year for Estimation – 2022
Forecast period - 2023-2030
Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends
Segments Covered - Product, Application, Distribution Channel, Region
Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa
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:
Games and Puzzles
Video Games
Construction Toys
Dolls and Accessories
Outdoor and Sports Toys
Others

By Application:
Up to 8 Years
9-15 Years
15 Years & Above

By Distribution Channel:
Online
Offline

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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

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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