

Global Connected Toys Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Connected Toys market size will reach 3,997.78 Million USD in 2025 and is projected to reach 8,437.08 Million USD by 2032, with a CAGR of 11.26% (2025-2032). Notably, the China Connected Toys market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Connected toys are interactive and internet-enabled playthings that use technology, such as Wi-Fi or Bluetooth, to connect to the internet or other devices. These toys can offer a range of features, including voice recognition, artificial intelligence, augmented reality, and smartphone app integration. They can engage children in interactive play experiences, enabling them to control or communicate with the toy through various digital platforms. Connected toys often use data to personalize the play experience and provide educational content. While these toys can offer exciting and educational benefits, there are also concerns about data privacy and security, as they collect and transmit information about children's interactions and preferences. Therefore, manufacturers and parents need to ensure that connected toys adhere to robust security and privacy standards to protect children's safety and data.

The major global manufacturers of Connected Toys include LEGO Group, Sphero, Mattel, PLAYMOBIL, Hasbro, Sony, K'NEX, Konami, PlayFusion, Anki, WowWee, DXTR Labs, Leka, Wonder Workshop, etc. The global players competition landscape in

this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Connected Toys. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Connected Toys market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Connected Toys market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Connected Toys industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Connected Toys Include:

LEGO Group

Sphero

Mattel

PLAYMOBIL

Hasbro

Sony

K'NEX

Konami

PlayFusion

Anki

WowWee

DXTR Labs

Leka

Wonder Workshop

Connected Toys Product Segment Include:

Smartphone-Connected Toys

App-Connected Drones

Console-Connected Toys

Tablet-Connected Toys

Connected Toys Product Application Include:

2–5 Years

6–8 Years

9–12 Years

Teenagers

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