

Global Educational 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 Educational Toys market size will reach 40,187 Million USD in 2025 and is projected to reach 62,163 Million USD by 2032, with a CAGR of 6.43% (2025-2032). Notably, the China Educational 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

Educational toys are playthings specifically designed to promote learning, skill development, and cognitive growth in children while providing entertainment and engagement. These toys come in a wide variety of forms, from building blocks and puzzles to interactive electronic devices and science kits, and they are engineered to stimulate a child's intellectual, social, physical, and emotional development. Educational toys are often designed to enhance problem-solving abilities, encourage creativity, foster critical thinking, and introduce fundamental concepts in subjects like mathematics, science, language, and art. By blending fun and education, these toys can support children's natural curiosity and provide hands-on, enjoyable ways to explore and learn about the world around them, making them a valuable resource for parents, caregivers, and educators in early childhood development.

The major global suppliers of Educational Toys include LEGO, Mattel, Hasbro, Bandai, Gigotoys, TAKARA TOMY, MGA Entertainment, Melissa & Doug, Simba - Dickie Group, Giochi Preziosi, PLAYMOBIL, Ravensburger, Vtech, Leapfrog, Spin Master, MindWare,

Safari, BanBao, Qunxing, Goldlok Toys, Osmo, 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 Educational Toys. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Educational 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 Educational 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 Educational 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 Suppliers of Educational Toys Include:

LEGO

Mattel

Hasbro

Bandai

Gigotoys

TAKARA TOMY

MGA Enternment

Melissa & Doug

Simba - Dickie Group

Giochi Preziosi

PLAYMOBIL

Ravensburger

Vtech

Leapfrog

Spin Master

MindWare

Safari

BanBao

Qunxing

Goldlok Toys

Osmo

Educational Toys Product Segment Include:

Activity Toys

Games and Puzzles

Construction Toys

Dolls and Accessories

Outdoor and Sports Toys

Other Type

Educational Toys Product Application Include:

Infant/Preschool

Age 6-8

Age 9-11

Other

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Educational Toys Industry PESTEL Analysis

Chapter 3: Global Educational Toys Industry Porter's Five Forces Analysis

Chapter 4: Global Educational Toys Major Regional Market Size and Forecast Analysis

Chapter 5: Global Educational Toys Market Size and Forecast by Type and Application

Analysis

Chapter 6: North America Passenger Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Educational Toys Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Educational Toys Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 EDUCATIONAL TOYS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Educational Toys Product by Type
 - 1.2.1 Activity Toys
 - 1.2.2 Games and Puzzles
 - 1.2.3 Construction Toys
 - 1.2.4 Dolls and Accessories
 - 1.2.5 Outdoor and Sports Toys
 - 1.2.6 Other Type
- 1.3 Educational Toys Product by Application
 - 1.3.1 Infant/Preschool
 - 1.3.2 Age 6-8
 - 1.3.3 Age 9-11
 - 1.3.4 Other
- 1.4 Global Educational Toys Market Size Analysis (2020-2032)
- 1.5 Educational Toys Market Development Status and Trends
 - 1.5.1 Educational Toys Industry Development Status Analysis
 - 1.5.2 Educational Toys Industry Development Trends Analysis

2 EDUCATIONAL TOYS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 EDUCATIONAL TOYS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL EDUCATIONAL TOYS MARKET ANALYSIS BY REGIONS

- 4.1 Global Educational Toys Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Educational Toys Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Educational Toys Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Educational Toys Revenue Forecast by Region (2026-2032)

5 GLOBAL EDUCATIONAL TOYS MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Educational Toys Market Size by Type (2020-2032)
- 5.2 Global Educational Toys Market Size by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Educational Toys Market Size by Type
- 6.4 North America Educational Toys Market Size by Application
- 6.5 North America Educational Toys Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Suppliers Analysis
- 7.3 Europe Educational Toys Market Size by Type
- 7.4 Europe Educational Toys Market Size by Application
- 7.5 Europe Educational Toys Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Suppliers Analysis
- 8.3 China Educational Toys Market Size by Type
- 8.4 China Educational Toys Market Size by Application

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Suppliers Analysis
- 9.3 APAC (excl. China) Educational Toys Market Size by Type
- 9.4 APAC (excl. China) Educational Toys Market Size by Application
- 9.5 APAC (excl. China) Educational Toys Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia
 - 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Suppliers Analysis
- 10.3 Latin America Educational Toys Market Size by Type
- 10.4 Latin America Educational Toys Market Size by Application
- 10.5 Latin America Educational Toys Market Size by Country
 - 10.5.1 Mexico
 - 10.5.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Educational Toys Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Suppliers Analysis
- 11.3 Middle East & Africa Educational Toys Market Size by Type
- 11.4 Middle East & Africa Educational Toys Market Size by Application
- 11.5 Middle East & Africa Educational Toys Market Size by Country
 - 11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY SUPPLIERS

12.1 Global Educational Toys Market Revenue by Key Suppliers (2021-2025)

12.2 Educational Toys Competitive Landscape Analysis and Market Dynamic

12.2.1 Educational Toys Competitive Landscape Analysis

12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 LEGO

13.1.1 LEGO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 LEGO Educational Toys Product Portfolio

13.1.3 LEGO Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.2 Mattel

13.2.1 Mattel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Mattel Educational Toys Product Portfolio

13.2.3 Mattel Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.3 Hasbro

13.3.1 Hasbro Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Hasbro Educational Toys Product Portfolio

13.3.3 Hasbro Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.4 Bandai

13.4.1 Bandai Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Bandai Educational Toys Product Portfolio

13.4.3 Bandai Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Gigotoys

13.5.1 Gigotoys Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.5.2 Gigotoys Educational Toys Product Portfolio
- 13.5.3 Gigotoys Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.6 TAKARA TOMY
 - 13.6.1 TAKARA TOMY Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.6.2 TAKARA TOMY Educational Toys Product Portfolio
 - 13.6.3 TAKARA TOMY Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.7 MGA Enternment
 - 13.7.1 MGA Enternment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.7.2 MGA Enternment Educational Toys Product Portfolio
 - 13.7.3 MGA Enternment Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.8 Melissa & Doug
 - 13.8.1 Melissa & Doug Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.8.2 Melissa & Doug Educational Toys Product Portfolio
 - 13.8.3 Melissa & Doug Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.9 Simba - Dickie Group
 - 13.9.1 Simba - Dickie Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.9.2 Simba - Dickie Group Educational Toys Product Portfolio
 - 13.9.3 Simba - Dickie Group Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.10 Giochi Preziosi
 - 13.10.1 Giochi Preziosi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.10.2 Giochi Preziosi Educational Toys Product Portfolio
 - 13.10.3 Giochi Preziosi Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.11 PLAYMOBIL
 - 13.11.1 PLAYMOBIL Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.11.2 PLAYMOBIL Educational Toys Product Portfolio
 - 13.11.3 PLAYMOBIL Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 Ravensburger

13.12.1 Ravensburger Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Ravensburger Educational Toys Product Portfolio

13.12.3 Ravensburger Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.13 Vtech

13.13.1 Vtech Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Vtech Educational Toys Product Portfolio

13.13.3 Vtech Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.14 Leapfrog

13.14.1 Leapfrog Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Leapfrog Educational Toys Product Portfolio

13.14.3 Leapfrog Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.15 Spin Master

13.15.1 Spin Master Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Spin Master Educational Toys Product Portfolio

13.15.3 Spin Master Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.16 MindWare

13.16.1 MindWare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 MindWare Educational Toys Product Portfolio

13.16.3 MindWare Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.17 Safari

13.17.1 Safari Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Safari Educational Toys Product Portfolio

13.17.3 Safari Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.18 BanBao

13.18.1 BanBao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.18.2 BanBao Educational Toys Product Portfolio
- 13.18.3 BanBao Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.19 Qunxing
 - 13.19.1 Qunxing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.19.2 Qunxing Educational Toys Product Portfolio
 - 13.19.3 Qunxing Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.20 Goldlok Toys
 - 13.20.1 Goldlok Toys Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.20.2 Goldlok Toys Educational Toys Product Portfolio
 - 13.20.3 Goldlok Toys Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.21 Osmo
 - 13.21.1 Osmo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.21.2 Osmo Educational Toys Product Portfolio
 - 13.21.3 Osmo Educational Toys Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

- 14.1 Educational Toys Industry Chain Analysis
- 14.2 Educational Toys Typical Downstream Customers
- 14.3 Educational Toys Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

- 16.1 Methodology/Research Approach
- 16.2 Research Scope
- 16.3 Benchmarks and Assumptions
- 16.4 Data Source
 - 16.4.1 Primary Sources
 - 16.4.2 Secondary Sources
- 16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Educational Toys Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Educational Toys Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Educational Toys Industry Development Status

Table 4: Educational Toys Industry Development Trends

Table 5: Global Educational Toys Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Educational Toys Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Educational Toys Revenue Market Share by Region (2020-2025)

Table 8: Global Educational Toys Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Educational Toys Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Educational Toys Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Educational Toys Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Educational Toys Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Educational Toys Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Educational Toys Players in North America

Table 15: North America Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 19: North America Educational Toys Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Educational Toys Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Educational Toys Players in Europe

Table 22: Europe Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Educational Toys Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Educational Toys Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Educational Toys Players in China

Table 29: China Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Educational Toys Players in APAC (excl. China)

Table 34: APAC (excl. China) Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Educational Toys Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Educational Toys Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Educational Toys Players in Latin America

Table 41: Latin America Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 42: Latin America Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 43: Latin America Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 44: Latin America Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 45: Latin America Educational Toys Revenue Market Size by Country

(2020-2025) & (US\$ Million)

Table 46: Latin America Educational Toys Revenue Market Size by Country

(2026-2032) & (US\$ Million)

Table 47: Key Educational Toys Players in Middle East & Africa

Table 48: Middle East & Africa Educational Toys Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Educational Toys Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Educational Toys Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Educational Toys Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Educational Toys Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Educational Toys Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Educational Toys Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Educational Toys Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: LEGO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: LEGO Educational Toys Product Portfolio

Table 60: LEGO Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Mattel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Mattel Educational Toys Product Portfolio

Table 63: Mattel Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 64: Hasbro Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Hasbro Educational Toys Product Portfolio

Table 66: Hasbro Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Bandai Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Bandai Educational Toys Product Portfolio

Table 69: Bandai Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Gigotoys Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Gigotoys Educational Toys Product Portfolio

Table 72: Gigotoys Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: TAKARA TOMY Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: TAKARA TOMY Educational Toys Product Portfolio

Table 75: TAKARA TOMY Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: MGA Entertainment Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: MGA Entertainment Educational Toys Product Portfolio

Table 78: MGA Entertainment Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: Melissa & Doug Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: Melissa & Doug Educational Toys Product Portfolio

Table 81: Melissa & Doug Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: Simba - Dickie Group Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: Simba - Dickie Group Educational Toys Product Portfolio

Table 84: Simba - Dickie Group Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: Giochi Preziosi Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: Giochi Preziosi Educational Toys Product Portfolio

Table 87: Giochi Preziosi Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: PLAYMOBIL Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: PLAYMOBIL Educational Toys Product Portfolio

Table 90: PLAYMOBIL Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Ravensburger Basic Company Profile (Employees, Areas Service,

Competitors and Contact Information)

Table 92: Ravensburger Educational Toys Product Portfolio

Table 93: Ravensburger Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Vtech Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: Vtech Educational Toys Product Portfolio

Table 96: Vtech Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: Leapfrog Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 98: Leapfrog Educational Toys Product Portfolio

Table 99: Leapfrog Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 100: Spin Master Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 101: Spin Master Educational Toys Product Portfolio

Table 102: Spin Master Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 103: MindWare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: MindWare Educational Toys Product Portfolio

Table 105: MindWare Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 106: Safari Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Safari Educational Toys Product Portfolio

Table 108: Safari Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 109: BanBao Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: BanBao Educational Toys Product Portfolio

Table 111: BanBao Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 112: Qunxing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Qunxing Educational Toys Product Portfolio

Table 114: Qunxing Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 115: Goldlok Toys Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Goldlok Toys Educational Toys Product Portfolio

Table 117: Goldlok Toys Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 118: Osmo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Osmo Educational Toys Product Portfolio

Table 120: Osmo Educational Toys Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 121: Educational Toys Typical Customer List

Table 122: Educational Toys Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Educational Toys Product Pictures
- Figure 2: Activity Toys Picture Scope
- Figure 3: Games and Puzzles Picture Scope
- Figure 4: Construction Toys Picture Scope
- Figure 5: Dolls and Accessories Picture Scope
- Figure 6: Outdoor and Sports Toys Picture Scope
- Figure 7: Other Type Picture Scope
- Figure 8: Infant/Preschool Picture Scope
- Figure 9: Age 6-8 Picture Scope
- Figure 10: Age 9-11 Picture Scope
- Figure 11: Other Picture Scope
- Figure 12: Global Educational Toys Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 13: Global Educational Toys Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 14: Global Educational Toys Market Size by Region (2020-2032) & (US\$ Million)
- Figure 15: Global Educational Toys Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 16: North America Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 17: North America Educational Toys Market Share by Players in 2024
- Figure 18: North America Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 19: North America Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 20: US Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 21: Canada Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 22: Europe Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 23: Europe Educational Toys Market Share by Players in 2024
- Figure 24: Europe Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 25: Europe Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 26: Germany Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 27: France Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 28: United Kingdom Educational Toys Revenue (2020-2032) & (US\$ Million)

- Figure 29: Italy Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 30: Spain Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 31: Benelux Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 32: China Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 33: China Educational Toys Market Share by Players in 2024
- Figure 34: China Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 35: China Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 36: APAC (excl. China) Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 37: APAC (excl. China) Educational Toys Market Share by Players in 2024
- Figure 38: APAC (excl. China) Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 39: APAC (excl. China) Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 40: Japan Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 41: South Korea Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 42: India Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 43: Australia Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 44: Southeast Asia Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 45: Latin America Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 46: Latin America Educational Toys Market Share by Players in 2024
- Figure 47: Latin America Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 48: Latin America Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 49: Mexico Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 50: Brazil Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 51: Middle East & Africa Educational Toys Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 52: Middle East & Africa Educational Toys Market Share by Players in 2024
- Figure 53: Middle East & Africa Educational Toys Revenue Market Share by Type (2020-2032)
- Figure 54: Middle East & Africa Educational Toys Revenue Market Share by Application (2020-2032)
- Figure 55: Saudi Arabia Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 56: South Africa Educational Toys Revenue (2020-2032) & (US\$ Million)
- Figure 57: Global Educational Toys Revenue Market Share by Key Suppliers in 2024
- Figure 58: Global Educational Toys Industry Competition Landscape

Figure 59: Educational Toys Industry Chain Analysis

Figure 60: Bottom-Up and Top-Down Research Methods

Figure 61: Key Interview Objectives

Figure 62: Data Cross Validation

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