

# Global Developmental Toys for Toddler Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Developmental Toys for Toddler market size was valued at US\$ 26341 million in 2025 and is forecast to a readjusted size of US\$ 38551 million by 2032 with a CAGR of 5.9% during review period.

Developmental toys for toddlers are specifically designed playthings that stimulate various aspects of a child's growth and learning during the early stages of development. These toys are intended to enhance cognitive, motor, social, and emotional skills through interactive and engaging activities. They typically feature bright colors, different textures, and are often safe for young children to handle. Examples include shape sorters, building blocks, puzzles, stackable toys, musical instruments, and pretend play sets. Developmental toys for toddlers encourage exploration, creativity, problem-solving, and coordination, fostering essential skills crucial for their overall development. In 2025, global Developmental Toys for Toddler production reached approximately 1,280 million units, with an average global market price of around 20 US\$/Unit. The production capacity of Developmental Toys for Toddler reaches 1,600 million units, and the industry's gross profit margin is approximately between 30% and 55%.

The market for Developmental Toys for Toddler continues to expand, primarily driven by the deepening of scientific parenting concepts among the new generation of parents, the widespread recognition of the importance of early childhood education, and increased family investment in children's overall development. As parents' education levels rise, they are more inclined to choose functional toys that promote children's cognitive, language, hands-on, and social-emotional development. The continuous improvement of national standards for preschool education and children's product

safety has also prompted consumers to shift from low-priced, ordinary toys to professional educational products that meet safety certifications. Meanwhile, the promotion of early childhood education institutions, the dissemination of social media content, and the popularization of the STEAM education concept have further strengthened families' demand for high-quality educational toys. Furthermore, continuous innovation in toy design regarding material environmental friendliness, interactive experiences, and educational content has effectively enhanced the attractiveness and usability of products, jointly driving the rapid development of this category towards specialization and refinement.

This report is a detailed and comprehensive analysis for global Developmental Toys for Toddler market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Developmental Toys for Toddler market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Developmental Toys for Toddler market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Developmental Toys for Toddler market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Developmental Toys for Toddler market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Developmental Toys for Toddler

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Developmental Toys for Toddler market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Lego Group, Mattel, Hasbro, Spin Master, VTech, Ravensburger, Brandst?tter Group, Melissa & Doug, ZURU Toys, Kids II, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## **Market Segmentation**

Developmental Toys for Toddler market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Activity and Sports Toys

Games/Puzzles Toys

Building Toys

Arts & Crafts Toys

Others

Market segment by Material

Wooden Toys

Plastic Toys

Fabric Toys

Others

#### Market segment by Age

0?12 Months

1?2 Years

2?3 Years

3 Years and Older

#### Market segment by Application

Online Sales

Offline Sales

#### Major players covered

Lego Group

Mattel

Hasbro

Spin Master

VTech

Ravensburger

Brandstätter Group

Melissa & Doug

ZURU Toys

Kids II

Simba-Dickie Group

Chicco

Clementoni

Jazwares

JAKKS Pacific

HABA Familygroup

TAKARA TOMY

Magformers

JUMBO

Banbao

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Developmental Toys for Toddler product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Developmental Toys for Toddler, with price, sales quantity, revenue, and global market share of Developmental Toys for Toddler from 2021 to 2026.

Chapter 3, the Developmental Toys for Toddler competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Developmental Toys for Toddler breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Developmental Toys for Toddler market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Developmental Toys for Toddler.

Chapter 14 and 15, to describe Developmental Toys for Toddler sales channel, distributors, customers, research findings and conclusion.

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