

Global Programmable Toys 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 Programmable Toys market size was valued at US\$ 2577 million in 2025 and is forecast to a readjusted size of US\$ 13712306169 million by 2032 with a CAGR of 2896.2% during review period.

In 2025, global Programmable Toys production reached approximately 12.52 million units , with an average global market price of around US\$200 per unit.

Programmable toys are intelligent toys that allow users to control behaviors and extend functions through programming logic, such as graphical programming, coding instructions, or AI-based interaction. These toys typically integrate microcontrollers (MCUs), sensors, actuators, and communication modules, enabling users to design actions, control movements, and create tasks via block-based coding, Python, or mobile applications. Combining entertainment with education, programmable toys are key tools in STEAM learning, widely used in early education, robotics competitions, and home learning environments, with a core focus on developing logical thinking, computational skills, and creativity.

The upstream of the programmable toy industry includes semiconductor chips (MCUs, AI chips), sensors (gyroscopes, infrared, cameras), electronic components (motors, batteries, PCBs), and plastic structural parts, with representative suppliers such as STMicroelectronics, NXP Semiconductors, and Bosch. The midstream consists of programmable toy brands and manufacturers focusing on hardware-software integration and educational content development, including LEGO (Mindstorms series), Makeblock, and Sphero. Downstream users include educational institutions, schools, families, and training centers, with applications in STEAM education, programming learning, and

early childhood development, forming a complete ecosystem from components to product manufacturing and educational usage.

The programmable toy market is experiencing rapid growth, driven by the increasing adoption of STEAM education, the trend toward early-age programming education, and rising household spending on education. Products are evolving from traditional toys into integrated 'education + technology' solutions, incorporating AI, computer vision, and IoT technologies to enhance interactivity and learning effectiveness. However, competition is intensifying, and product homogenization is becoming a challenge, making educational content and software ecosystems key differentiators. Constraints include price sensitivity, policy changes in education, and varying consumer awareness of programming education value. Overall, programmable toys are transitioning from standalone hardware products to integrated 'hardware + content + platform' solutions, representing a key convergence area between edtech and consumer electronics.

This report is a detailed and comprehensive analysis for global Programmable Toys 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 Programmable Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Programmable Toys 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 Programmable Toys 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 Programmable Toys 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 Programmable Toys

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 Programmable Toys 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, Anki, Littlebits, Mattel, Osmo, Kano, Sphero, Bedtime Stories, Loog, Monstrum, etc.

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

Market Segmentation

Programmable Toys 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

Toys for Children Aged 0-6

Toys for Children Aged 7-12

Toys for Children Aged 12 and Above

Market segment by Programming Methods

Graphical Programming

Code Programming

Others

Market segment by Toy Types

Robots

Building Blocks

Toy Cars

Plant Toys

Others

Market segment by Application

Family Education

School Education

Major players covered

Lego

Anki

Littlebits

Mattel

Osmo

Kano

Sphero

Bedtime Stories

Loog

Monstrum

UBTECH

Tudao

YahBoom

Toycloud Technology

Dji

Xiaomi

Makeblock

Matatalab

Tinkamo

iFLYTEK

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 Programmable Toys product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Programmable Toys 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 Programmable Toys 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 Programmable Toys.

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

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