

Global Internet-Connected Toys Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Internet-Connected Toys market size was valued at US\$ 11090 million in 2024 and is forecast to a readjusted size of USD 32320 million by 2031 with a CAGR of 16.7% during review period.

In terms of product types, intelligent toys are the main product type in the connected toy market, including intelligent robots, intelligent puzzles, intelligent story machines, etc. In addition, the connected toy market also includes smart games, online education and other related products.

At the consumer level, the current main consumers in the connected toy market are young parents born in the 1980s and 1990s, who are more interested in intelligent and interactive toys. At the same time, as the age group of children increases, consumers in the connected toy market are gradually expanding to higher age groups.

This report is a detailed and comprehensive analysis for global Internet-Connected 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 Internet-Connected Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Internet-Connected Toys market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Internet-Connected Toys market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Internet-Connected Toys market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Internet-Connected Toys
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Internet-Connected 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 Group, Sphero, Mattel, PLAYMOBIL, Hasbro, Sony, K'NEX, Konami, PlayFusion, Anki, etc.

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

Market Segmentation

Internet-Connected Toys market is split by Type and by Application. For the period 2020-2031, 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

Dolls

Robots

Others

Market segment by Application

Children

Teens

Major players covered

LEGO Group

Sphero

Mattel

PLAYMOBIL

Hasbro

Sony

K'NEX

Konami

PlayFusion

Anki

WowWee

DXTR Labs

Leka

Wonder Workshop

Genesis Toys

i-Que

Cayla

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 Internet-Connected Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Internet-Connected Toys, with price, sales quantity, revenue, and global market share of Internet-Connected Toys from 2020 to 2025.

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

Chapter 4, the Internet-Connected Toys breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Internet-Connected Toys market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Internet-Connected Toys.

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

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