

Global Smart Connected Toy 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 Smart Connected Toy market size was valued at US\$ 7969 million in 2024 and is forecast to a readjusted size of USD 12920 million by 2031 with a CAGR of 7.2% during review period.

Smart connected toys are devices that incorporate internet connectivity, sensors, and other advanced technologies to enhance play experiences, provide educational content, and enable interactions between the physical and digital worlds. These toys can range from interactive plush animals to building sets with integrated electronics, and even augmented reality or virtual reality experiences.

The market for smart connected toys had been growing steadily due to advancements in technology and changing consumer preferences. The market size was expected to continue expanding, driven by factors such as increasing awareness of educational benefits and the appeal of novel play experiences.

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

Global Smart Connected Toy 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 Smart Connected Toy 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 Smart Connected Toy 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 Smart Connected Toy
- 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 Smart Connected Toy 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 Mattel, Hasbro, LEGO, Sony, VTech, UBTECH, DJI, iRobot, Wonder Workshop, TOSY Robotics, etc.

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

Market Segmentation

Smart Connected Toy 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

Education

Entertainment

Other

Market segment by Application

1- 5 Years

6-8 Years

9-12 Years

Teenagers (13-19 years)

Major players covered

Mattel

Hasbro

LEGO

Sony

VTech

UBTECH

DJI

iRobot

Wonder Workshop

TOSY Robotics

Konami

PlayFusion

Anki

WowWee

DXTR Labs

Leka

KEYi TECH

Miko

Makeblock

Smart Teddy

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 Smart Connected Toy product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Smart Connected Toy competitive situation, sales quantity, revenue, and

global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart Connected Toy 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 Smart Connected Toy 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 Smart Connected Toy.

Chapter 14 and 15, to describe Smart Connected Toy sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Smart Connected Toy Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Education

1.3.3 Entertainment

1.3.4 Other

1.4 Market Analysis by Application

1.4.1 Overview: Global Smart Connected Toy Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 1- 5 Years

1.4.3 6-8 Years

1.4.4 9-12 Years

1.4.5 Teenagers (13-19 years)

1.5 Global Smart Connected Toy Market Size & Forecast

1.5.1 Global Smart Connected Toy Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Smart Connected Toy Sales Quantity (2020-2031)

1.5.3 Global Smart Connected Toy Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Mattel

2.1.1 Mattel Details

2.1.2 Mattel Major Business

2.1.3 Mattel Smart Connected Toy Product and Services

2.1.4 Mattel Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Mattel Recent Developments/Updates

2.2 Hasbro

2.2.1 Hasbro Details

2.2.2 Hasbro Major Business

2.2.3 Hasbro Smart Connected Toy Product and Services

2.2.4 Hasbro Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Hasbro Recent Developments/Updates

2.3 LEGO

2.3.1 LEGO Details

2.3.2 LEGO Major Business

2.3.3 LEGO Smart Connected Toy Product and Services

2.3.4 LEGO Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 LEGO Recent Developments/Updates

2.4 Sony

2.4.1 Sony Details

2.4.2 Sony Major Business

2.4.3 Sony Smart Connected Toy Product and Services

2.4.4 Sony Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Sony Recent Developments/Updates

2.5 VTech

2.5.1 VTech Details

2.5.2 VTech Major Business

2.5.3 VTech Smart Connected Toy Product and Services

2.5.4 VTech Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 VTech Recent Developments/Updates

2.6 UBTECH

2.6.1 UBTECH Details

2.6.2 UBTECH Major Business

2.6.3 UBTECH Smart Connected Toy Product and Services

2.6.4 UBTECH Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 UBTECH Recent Developments/Updates

2.7 DJI

2.7.1 DJI Details

2.7.2 DJI Major Business

2.7.3 DJI Smart Connected Toy Product and Services

2.7.4 DJI Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 DJI Recent Developments/Updates

2.8 iRobot

2.8.1 iRobot Details

2.8.2 iRobot Major Business

- 2.8.3 iRobot Smart Connected Toy Product and Services
- 2.8.4 iRobot Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 iRobot Recent Developments/Updates
- 2.9 Wonder Workshop
 - 2.9.1 Wonder Workshop Details
 - 2.9.2 Wonder Workshop Major Business
 - 2.9.3 Wonder Workshop Smart Connected Toy Product and Services
 - 2.9.4 Wonder Workshop Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Wonder Workshop Recent Developments/Updates
- 2.10 TOSY Robotics
 - 2.10.1 TOSY Robotics Details
 - 2.10.2 TOSY Robotics Major Business
 - 2.10.3 TOSY Robotics Smart Connected Toy Product and Services
 - 2.10.4 TOSY Robotics Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.10.5 TOSY Robotics Recent Developments/Updates
- 2.11 Konami
 - 2.11.1 Konami Details
 - 2.11.2 Konami Major Business
 - 2.11.3 Konami Smart Connected Toy Product and Services
 - 2.11.4 Konami Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.11.5 Konami Recent Developments/Updates
- 2.12 PlayFusion
 - 2.12.1 PlayFusion Details
 - 2.12.2 PlayFusion Major Business
 - 2.12.3 PlayFusion Smart Connected Toy Product and Services
 - 2.12.4 PlayFusion Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.12.5 PlayFusion Recent Developments/Updates
- 2.13 Anki
 - 2.13.1 Anki Details
 - 2.13.2 Anki Major Business
 - 2.13.3 Anki Smart Connected Toy Product and Services
 - 2.13.4 Anki Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.13.5 Anki Recent Developments/Updates

2.14 WowWee

2.14.1 WowWee Details

2.14.2 WowWee Major Business

2.14.3 WowWee Smart Connected Toy Product and Services

2.14.4 WowWee Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.14.5 WowWee Recent Developments/Updates

2.15 DXTR Labs

2.15.1 DXTR Labs Details

2.15.2 DXTR Labs Major Business

2.15.3 DXTR Labs Smart Connected Toy Product and Services

2.15.4 DXTR Labs Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.15.5 DXTR Labs Recent Developments/Updates

2.16 Leka

2.16.1 Leka Details

2.16.2 Leka Major Business

2.16.3 Leka Smart Connected Toy Product and Services

2.16.4 Leka Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.16.5 Leka Recent Developments/Updates

2.17 KEYi TECH

2.17.1 KEYi TECH Details

2.17.2 KEYi TECH Major Business

2.17.3 KEYi TECH Smart Connected Toy Product and Services

2.17.4 KEYi TECH Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.17.5 KEYi TECH Recent Developments/Updates

2.18 Miko

2.18.1 Miko Details

2.18.2 Miko Major Business

2.18.3 Miko Smart Connected Toy Product and Services

2.18.4 Miko Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.18.5 Miko Recent Developments/Updates

2.19 Makeblock

2.19.1 Makeblock Details

2.19.2 Makeblock Major Business

2.19.3 Makeblock Smart Connected Toy Product and Services

2.19.4 Makeblock Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.19.5 Makeblock Recent Developments/Updates

2.20 Smart Teddy

2.20.1 Smart Teddy Details

2.20.2 Smart Teddy Major Business

2.20.3 Smart Teddy Smart Connected Toy Product and Services

2.20.4 Smart Teddy Smart Connected Toy Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.20.5 Smart Teddy Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: SMART CONNECTED TOY BY MANUFACTURER

3.1 Global Smart Connected Toy Sales Quantity by Manufacturer (2020-2025)

3.2 Global Smart Connected Toy Revenue by Manufacturer (2020-2025)

3.3 Global Smart Connected Toy Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Smart Connected Toy by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Smart Connected Toy Manufacturer Market Share in 2024

3.4.3 Top 6 Smart Connected Toy Manufacturer Market Share in 2024

3.5 Smart Connected Toy Market: Overall Company Footprint Analysis

3.5.1 Smart Connected Toy Market: Region Footprint

3.5.2 Smart Connected Toy Market: Company Product Type Footprint

3.5.3 Smart Connected Toy Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Smart Connected Toy Market Size by Region

4.1.1 Global Smart Connected Toy Sales Quantity by Region (2020-2031)

4.1.2 Global Smart Connected Toy Consumption Value by Region (2020-2031)

4.1.3 Global Smart Connected Toy Average Price by Region (2020-2031)

4.2 North America Smart Connected Toy Consumption Value (2020-2031)

4.3 Europe Smart Connected Toy Consumption Value (2020-2031)

4.4 Asia-Pacific Smart Connected Toy Consumption Value (2020-2031)

4.5 South America Smart Connected Toy Consumption Value (2020-2031)

4.6 Middle East & Africa Smart Connected Toy Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Smart Connected Toy Sales Quantity by Type (2020-2031)
- 5.2 Global Smart Connected Toy Consumption Value by Type (2020-2031)
- 5.3 Global Smart Connected Toy Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Smart Connected Toy Sales Quantity by Application (2020-2031)
- 6.2 Global Smart Connected Toy Consumption Value by Application (2020-2031)
- 6.3 Global Smart Connected Toy Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Smart Connected Toy Sales Quantity by Type (2020-2031)
- 7.2 North America Smart Connected Toy Sales Quantity by Application (2020-2031)
- 7.3 North America Smart Connected Toy Market Size by Country
 - 7.3.1 North America Smart Connected Toy Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Smart Connected Toy Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Smart Connected Toy Sales Quantity by Type (2020-2031)
- 8.2 Europe Smart Connected Toy Sales Quantity by Application (2020-2031)
- 8.3 Europe Smart Connected Toy Market Size by Country
 - 8.3.1 Europe Smart Connected Toy Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Smart Connected Toy Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Smart Connected Toy Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Smart Connected Toy Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Smart Connected Toy Market Size by Region
 - 9.3.1 Asia-Pacific Smart Connected Toy Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Smart Connected Toy Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Smart Connected Toy Sales Quantity by Type (2020-2031)
- 10.2 South America Smart Connected Toy Sales Quantity by Application (2020-2031)
- 10.3 South America Smart Connected Toy Market Size by Country
 - 10.3.1 South America Smart Connected Toy Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Smart Connected Toy Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Smart Connected Toy Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Smart Connected Toy Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Smart Connected Toy Market Size by Country
 - 11.3.1 Middle East & Africa Smart Connected Toy Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Smart Connected Toy Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Smart Connected Toy Market Drivers
- 12.2 Smart Connected Toy Market Restraints
- 12.3 Smart Connected Toy Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Smart Connected Toy and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Smart Connected Toy
- 13.3 Smart Connected Toy Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Smart Connected Toy Typical Distributors
- 14.3 Smart Connected Toy Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Smart Connected Toy Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Smart Connected Toy Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Mattel Basic Information, Manufacturing Base and Competitors

Table 4. Mattel Major Business

Table 5. Mattel Smart Connected Toy Product and Services

Table 6. Mattel Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Mattel Recent Developments/Updates

Table 8. Hasbro Basic Information, Manufacturing Base and Competitors

Table 9. Hasbro Major Business

Table 10. Hasbro Smart Connected Toy Product and Services

Table 11. Hasbro Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Hasbro Recent Developments/Updates

Table 13. LEGO Basic Information, Manufacturing Base and Competitors

Table 14. LEGO Major Business

Table 15. LEGO Smart Connected Toy Product and Services

Table 16. LEGO Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. LEGO Recent Developments/Updates

Table 18. Sony Basic Information, Manufacturing Base and Competitors

Table 19. Sony Major Business

Table 20. Sony Smart Connected Toy Product and Services

Table 21. Sony Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Sony Recent Developments/Updates

Table 23. VTech Basic Information, Manufacturing Base and Competitors

Table 24. VTech Major Business

Table 25. VTech Smart Connected Toy Product and Services

Table 26. VTech Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. VTech Recent Developments/Updates

Table 28. UBTECH Basic Information, Manufacturing Base and Competitors

Table 29. UBTECH Major Business

Table 30. UBTECH Smart Connected Toy Product and Services

Table 31. UBTECH Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. UBTECH Recent Developments/Updates

Table 33. DJI Basic Information, Manufacturing Base and Competitors

Table 34. DJI Major Business

Table 35. DJI Smart Connected Toy Product and Services

Table 36. DJI Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. DJI Recent Developments/Updates

Table 38. iRobot Basic Information, Manufacturing Base and Competitors

Table 39. iRobot Major Business

Table 40. iRobot Smart Connected Toy Product and Services

Table 41. iRobot Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. iRobot Recent Developments/Updates

Table 43. Wonder Workshop Basic Information, Manufacturing Base and Competitors

Table 44. Wonder Workshop Major Business

Table 45. Wonder Workshop Smart Connected Toy Product and Services

Table 46. Wonder Workshop Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Wonder Workshop Recent Developments/Updates

Table 48. TOSY Robotics Basic Information, Manufacturing Base and Competitors

Table 49. TOSY Robotics Major Business

Table 50. TOSY Robotics Smart Connected Toy Product and Services

Table 51. TOSY Robotics Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. TOSY Robotics Recent Developments/Updates

Table 53. Konami Basic Information, Manufacturing Base and Competitors

Table 54. Konami Major Business

Table 55. Konami Smart Connected Toy Product and Services

Table 56. Konami Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Konami Recent Developments/Updates

Table 58. PlayFusion Basic Information, Manufacturing Base and Competitors

Table 59. PlayFusion Major Business

Table 60. PlayFusion Smart Connected Toy Product and Services

Table 61. PlayFusion Smart Connected Toy Sales Quantity (K Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. PlayFusion Recent Developments/Updates

Table 63. Anki Basic Information, Manufacturing Base and Competitors

Table 64. Anki Major Business

Table 65. Anki Smart Connected Toy Product and Services

Table 66. Anki Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Anki Recent Developments/Updates

Table 68. WowWee Basic Information, Manufacturing Base and Competitors

Table 69. WowWee Major Business

Table 70. WowWee Smart Connected Toy Product and Services

Table 71. WowWee Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. WowWee Recent Developments/Updates

Table 73. DXTR Labs Basic Information, Manufacturing Base and Competitors

Table 74. DXTR Labs Major Business

Table 75. DXTR Labs Smart Connected Toy Product and Services

Table 76. DXTR Labs Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. DXTR Labs Recent Developments/Updates

Table 78. Leka Basic Information, Manufacturing Base and Competitors

Table 79. Leka Major Business

Table 80. Leka Smart Connected Toy Product and Services

Table 81. Leka Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 82. Leka Recent Developments/Updates

Table 83. KEYi TECH Basic Information, Manufacturing Base and Competitors

Table 84. KEYi TECH Major Business

Table 85. KEYi TECH Smart Connected Toy Product and Services

Table 86. KEYi TECH Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 87. KEYi TECH Recent Developments/Updates

Table 88. Miko Basic Information, Manufacturing Base and Competitors

Table 89. Miko Major Business

Table 90. Miko Smart Connected Toy Product and Services

Table 91. Miko Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 92. Miko Recent Developments/Updates

Table 93. Makeblock Basic Information, Manufacturing Base and Competitors

Table 94. Makeblock Major Business

Table 95. Makeblock Smart Connected Toy Product and Services

Table 96. Makeblock Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 97. Makeblock Recent Developments/Updates

Table 98. Smart Teddy Basic Information, Manufacturing Base and Competitors

Table 99. Smart Teddy Major Business

Table 100. Smart Teddy Smart Connected Toy Product and Services

Table 101. Smart Teddy Smart Connected Toy Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 102. Smart Teddy Recent Developments/Updates

Table 103. Global Smart Connected Toy Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 104. Global Smart Connected Toy Revenue by Manufacturer (2020-2025) & (USD Million)

Table 105. Global Smart Connected Toy Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 106. Market Position of Manufacturers in Smart Connected Toy, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 107. Head Office and Smart Connected Toy Production Site of Key Manufacturer

Table 108. Smart Connected Toy Market: Company Product Type Footprint

Table 109. Smart Connected Toy Market: Company Product Application Footprint

Table 110. Smart Connected Toy New Market Entrants and Barriers to Market Entry

Table 111. Smart Connected Toy Mergers, Acquisition, Agreements, and Collaborations

Table 112. Global Smart Connected Toy Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 113. Global Smart Connected Toy Sales Quantity by Region (2020-2025) & (K Units)

Table 114. Global Smart Connected Toy Sales Quantity by Region (2026-2031) & (K Units)

Table 115. Global Smart Connected Toy Consumption Value by Region (2020-2025) & (USD Million)

Table 116. Global Smart Connected Toy Consumption Value by Region (2026-2031) & (USD Million)

Table 117. Global Smart Connected Toy Average Price by Region (2020-2025) & (US\$/Unit)

Table 118. Global Smart Connected Toy Average Price by Region (2026-2031) & (US\$/Unit)

Table 119. Global Smart Connected Toy Sales Quantity by Type (2020-2025) & (K

Units)

Table 120. Global Smart Connected Toy Sales Quantity by Type (2026-2031) & (K Units)

Table 121. Global Smart Connected Toy Consumption Value by Type (2020-2025) & (USD Million)

Table 122. Global Smart Connected Toy Consumption Value by Type (2026-2031) & (USD Million)

Table 123. Global Smart Connected Toy Average Price by Type (2020-2025) & (US\$/Unit)

Table 124. Global Smart Connected Toy Average Price by Type (2026-2031) & (US\$/Unit)

Table 125. Global Smart Connected Toy Sales Quantity by Application (2020-2025) & (K Units)

Table 126. Global Smart Connected Toy Sales Quantity by Application (2026-2031) & (K Units)

Table 127. Global Smart Connected Toy Consumption Value by Application (2020-2025) & (USD Million)

Table 128. Global Smart Connected Toy Consumption Value by Application (2026-2031) & (USD Million)

Table 129. Global Smart Connected Toy Average Price by Application (2020-2025) & (US\$/Unit)

Table 130. Global Smart Connected Toy Average Price by Application (2026-2031) & (US\$/Unit)

Table 131. North America Smart Connected Toy Sales Quantity by Type (2020-2025) & (K Units)

Table 132. North America Smart Connected Toy Sales Quantity by Type (2026-2031) & (K Units)

Table 133. North America Smart Connected Toy Sales Quantity by Application (2020-2025) & (K Units)

Table 134. North America Smart Connected Toy Sales Quantity by Application (2026-2031) & (K Units)

Table 135. North America Smart Connected Toy Sales Quantity by Country (2020-2025) & (K Units)

Table 136. North America Smart Connected Toy Sales Quantity by Country (2026-2031) & (K Units)

Table 137. North America Smart Connected Toy Consumption Value by Country (2020-2025) & (USD Million)

Table 138. North America Smart Connected Toy Consumption Value by Country (2026-2031) & (USD Million)

Table 139. Europe Smart Connected Toy Sales Quantity by Type (2020-2025) & (K Units)

Table 140. Europe Smart Connected Toy Sales Quantity by Type (2026-2031) & (K Units)

Table 141. Europe Smart Connected Toy Sales Quantity by Application (2020-2025) & (K Units)

Table 142. Europe Smart Connected Toy Sales Quantity by Application (2026-2031) & (K Units)

Table 143. Europe Smart Connected Toy Sales Quantity by Country (2020-2025) & (K Units)

Table 144. Europe Smart Connected Toy Sales Quantity by Country (2026-2031) & (K Units)

Table 145. Europe Smart Connected Toy Consumption Value by Country (2020-2025) & (USD Million)

Table 146. Europe Smart Connected Toy Consumption Value by Country (2026-2031) & (USD Million)

Table 147. Asia-Pacific Smart Connected Toy Sales Quantity by Type (2020-2025) & (K Units)

Table 148. Asia-Pacific Smart Connected Toy Sales Quantity by Type (2026-2031) & (K Units)

Table 149. Asia-Pacific Smart Connected Toy Sales Quantity by Application (2020-2025) & (K Units)

Table 150. Asia-Pacific Smart Connected Toy Sales Quantity by Application (2026-2031) & (K Units)

Table 151. Asia-Pacific Smart Connected Toy Sales Quantity by Region (2020-2025) & (K Units)

Table 152. Asia-Pacific Smart Connected Toy Sales Quantity by Region (2026-2031) & (K Units)

Table 153. Asia-Pacific Smart Connected Toy Consumption Value by Region (2020-2025) & (USD Million)

Table 154. Asia-Pacific Smart Connected Toy Consumption Value by Region (2026-2031) & (USD Million)

Table 155. South America Smart Connected Toy Sales Quantity by Type (2020-2025) & (K Units)

Table 156. South America Smart Connected Toy Sales Quantity by Type (2026-2031) & (K Units)

Table 157. South America Smart Connected Toy Sales Quantity by Application (2020-2025) & (K Units)

Table 158. South America Smart Connected Toy Sales Quantity by Application

(2026-2031) & (K Units)

Table 159. South America Smart Connected Toy Sales Quantity by Country

(2020-2025) & (K Units)

Table 160. South America Smart Connected Toy Sales Quantity by Country

(2026-2031) & (K Units)

Table 161. South America Smart Connected Toy Consumption Value by Country

(2020-2025) & (USD Million)

Table 162. South America Smart Connected Toy Consumption Value by Country

(2026-2031) & (USD Million)

Table 163. Middle East & Africa Smart Connected Toy Sales Quantity by Type

(2020-2025) & (K Units)

Table 164. Middle East & Africa Smart Connected Toy Sales Quantity by Type

(2026-2031) & (K Units)

Table 165. Middle East & Africa Smart Connected Toy Sales Quantity by Application

(2020-2025) & (K Units)

Table 166. Middle East & Africa Smart Connected Toy Sales Quantity by Application

(2026-2031) & (K Units)

Table 167. Middle East & Africa Smart Connected Toy Sales Quantity by Country

(2020-2025) & (K Units)

Table 168. Middle East & Africa Smart Connected Toy Sales Quantity by Country

(2026-2031) & (K Units)

Table 169. Middle East & Africa Smart Connected Toy Consumption Value by Country

(2020-2025) & (USD Million)

Table 170. Middle East & Africa Smart Connected Toy Consumption Value by Country

(2026-2031) & (USD Million)

Table 171. Smart Connected Toy Raw Material

Table 172. Key Manufacturers of Smart Connected Toy Raw Materials

Table 173. Smart Connected Toy Typical Distributors

Table 174. Smart Connected Toy Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Smart Connected Toy Picture

Figure 2. Global Smart Connected Toy Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Smart Connected Toy Revenue Market Share by Type in 2024

Figure 4. Education Examples

Figure 5. Entertainment Examples

Figure 6. Other Examples

Figure 7. Global Smart Connected Toy Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 8. Global Smart Connected Toy Revenue Market Share by Application in 2024

Figure 9. 1- 5 Years Examples

Figure 10. 6-8 Years Examples

Figure 11. 9-12 Years Examples

Figure 12. Teenagers (13-19 years) Examples

Figure 13. Global Smart Connected Toy Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 14. Global Smart Connected Toy Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 15. Global Smart Connected Toy Sales Quantity (2020-2031) & (K Units)

Figure 16. Global Smart Connected Toy Price (2020-2031) & (US\$/Unit)

Figure 17. Global Smart Connected Toy Sales Quantity Market Share by Manufacturer in 2024

Figure 18. Global Smart Connected Toy Revenue Market Share by Manufacturer in 2024

Figure 19. Producer Shipments of Smart Connected Toy by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 20. Top 3 Smart Connected Toy Manufacturer (Revenue) Market Share in 2024

Figure 21. Top 6 Smart Connected Toy Manufacturer (Revenue) Market Share in 2024

Figure 22. Global Smart Connected Toy Sales Quantity Market Share by Region (2020-2031)

Figure 23. Global Smart Connected Toy Consumption Value Market Share by Region (2020-2031)

Figure 24. North America Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 25. Europe Smart Connected Toy Consumption Value (2020-2031) & (USD

Million)

Figure 26. Asia-Pacific Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 27. South America Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 28. Middle East & Africa Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 29. Global Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 30. Global Smart Connected Toy Consumption Value Market Share by Type (2020-2031)

Figure 31. Global Smart Connected Toy Average Price by Type (2020-2031) & (US\$/Unit)

Figure 32. Global Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 33. Global Smart Connected Toy Revenue Market Share by Application (2020-2031)

Figure 34. Global Smart Connected Toy Average Price by Application (2020-2031) & (US\$/Unit)

Figure 35. North America Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 36. North America Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 37. North America Smart Connected Toy Sales Quantity Market Share by Country (2020-2031)

Figure 38. North America Smart Connected Toy Consumption Value Market Share by Country (2020-2031)

Figure 39. United States Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 40. Canada Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 41. Mexico Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 42. Europe Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 43. Europe Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 44. Europe Smart Connected Toy Sales Quantity Market Share by Country (2020-2031)

Figure 45. Europe Smart Connected Toy Consumption Value Market Share by Country (2020-2031)

Figure 46. Germany Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 47. France Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 48. United Kingdom Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 49. Russia Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 50. Italy Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 51. Asia-Pacific Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 52. Asia-Pacific Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 53. Asia-Pacific Smart Connected Toy Sales Quantity Market Share by Region (2020-2031)

Figure 54. Asia-Pacific Smart Connected Toy Consumption Value Market Share by Region (2020-2031)

Figure 55. China Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 56. Japan Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 57. South Korea Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 58. India Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 59. Southeast Asia Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 60. Australia Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 61. South America Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 62. South America Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 63. South America Smart Connected Toy Sales Quantity Market Share by Country (2020-2031)

Figure 64. South America Smart Connected Toy Consumption Value Market Share by Country (2020-2031)

Figure 65. Brazil Smart Connected Toy Consumption Value (2020-2031) & (USD

Million)

Figure 66. Argentina Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 67. Middle East & Africa Smart Connected Toy Sales Quantity Market Share by Type (2020-2031)

Figure 68. Middle East & Africa Smart Connected Toy Sales Quantity Market Share by Application (2020-2031)

Figure 69. Middle East & Africa Smart Connected Toy Sales Quantity Market Share by Country (2020-2031)

Figure 70. Middle East & Africa Smart Connected Toy Consumption Value Market Share by Country (2020-2031)

Figure 71. Turkey Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 72. Egypt Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 73. Saudi Arabia Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 74. South Africa Smart Connected Toy Consumption Value (2020-2031) & (USD Million)

Figure 75. Smart Connected Toy Market Drivers

Figure 76. Smart Connected Toy Market Restraints

Figure 77. Smart Connected Toy Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Manufacturing Cost Structure Analysis of Smart Connected Toy in 2024

Figure 80. Manufacturing Process Analysis of Smart Connected Toy

Figure 81. Smart Connected Toy Industrial Chain

Figure 82. Sales Channel: Direct to End-User vs Distributors

Figure 83. Direct Channel Pros & Cons

Figure 84. Indirect Channel Pros & Cons

Figure 85. Methodology

Figure 86. Research Process and Data Source

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