

Infants and Toddlers Toy Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Infants And Toddlers Toys Market reached USD 16.7 billion in 2024 and is projected to grow at a CAGR of 5.6% between 2025 and 2034. As more parents and guardians recognize the vital role toys play in the development of young children, the demand for educational and developmental toys continues to rise. Toys designed to enhance motor skills, foster early learning, and promote problem-solving abilities have become a top priority for parents dedicated to supporting their child's growth and cognitive development. The increasing awareness around the importance of early childhood development and the role of engaging toys in it is reshaping buying behaviors. Furthermore, with a rising global middle class and expanding purchasing power in emerging markets, more parents are investing in quality toys that contribute positively to their child's learning process.

The market for infants & toddlers toys spans various categories, including educational, soft, activity and developmental, ride-on, construction sets, bath toys, and others. Among these, activity and developmental toys are expected to dominate in 2024, representing a market share of USD 3.7 billion. This segment is projected to grow by 6% annually from 2025 to 2034, driven by an increasing preference for toys that stimulate both cognitive and physical development. Parents are particularly drawn to toys that encourage problem-solving and creativity, which are essential to early childhood education. As such, these toys are not only seen as playthings but also as valuable tools for educational engagement.

Toys for infants & toddlers are primarily distributed through two channels: online and offline. In 2024, offline sales led the market, accounting for 67.5% of the market share. This segment is expected to experience a growth rate of 5.4% from 2025 to 2034.

Physical stores, such as toy retailers, department stores, and supermarkets, offer a key advantage by allowing customers to physically inspect and handle toys before making a purchase. This is especially important for parents, who prioritize safety, quality, and age appropriateness when choosing toys. These factors significantly influence purchasing decisions, making in-store shopping a valuable experience for parents seeking to ensure their child's development is supported by the best possible toys.

In 2024, the U.S. dominated the infants and toddlers toy market with a 38.2% share. The strong consumer culture and the growing number of young children in the country fuel this dominance. Both offline and online sales channels are well-established and cater to a variety of consumer preferences. Similarly, in the Asia-Pacific region, China holds a notable share of 31.2% of the infants & toddlers toy market in 2024. The country benefits from a rapidly expanding child population and a robust domestic production capacity, which supports the growing demand across both urban and rural areas. China's prominent role in the global toy manufacturing sector also enhances its position in this market.

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