

Mexico Toys and Games Market Size, Share, Trends and Forecast by Product Type, Distribution Channel and Region, 2026-2034

<https://marketpublishers.com/r/ME5BC864438DEN.html>

Date: June 2026

Pages: 119

Price: US\$ 2,999.00 (Single User License)

ID: ME5BC864438DEN

Abstracts

The Mexico toys and games market size reached USD 1,858.7 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 2,725.8 Million by 2034 , exhibiting a growth rate (CAGR) of 4.22% during 2026-2034 . The market is driven by increased consumer expenditure, a young population, and increasing knowledge of developmental play. Demand ranges from traditional toys to electronic games, indicating changing tastes and contemporary lifestyles, with manufacturers responding to innovation and varying consumer needs nationwide.

MEXICO TOYS AND GAMES MARKET TRENDS:

Digital Integration Maximizing Play Value

The integration of digital components into conventional toys is transforming the manner in which children engage with playthings in Mexico. Toys that incorporate augmented reality (AR), app connectivity, and interactive digital content are becoming more popular among technology-conscious parents looking for educational and entertaining options for their kids. This convergence of physical and digital play has resulted in increased perceived value for toys, as manufacturers focus on characteristics that induce both enjoyment and cognitive advancement. The change is aided by accelerating smartphone and internet penetration among Mexican consumers, impacting purchasing decisions even among younger consumers. For instance, in April 2025, Moose Toys unveiled a direct-to-retail expansion into Mexico, including the MrBeast Lab collectibles and action figures, amidst 4% YoY growth in the country's toy industry. Moreover, Mexico toys and games market outlook is bright as digital incorporation propels product innovation and attractiveness. This trend will continue to grow as newer technologies

become more affordable and accessible, offering immersive experiences that enrich both individual and group play for kids in different age segments.

Educational Toys Gaining Preference

There is significant growth in the demand for developmental skill and cognitive learning educational toys among consumers in Mexico. More parents are opting for products supporting early childhood learning, such as language skills development, problem-solving, and coordination of motor. This trend tracks with heightened concern for child developmental milestones and how structured play will help reinforce school-readiness. Educational toys—particularly those that involve interactive, sensory, and STEM-oriented elements—are gaining mounting space on specialty and department store shelves throughout the nation. Furthermore, spurred by an expanding emphasis on learning-driven play, Mexico toys and games market growth continues to demonstrate consumer demand for purposeful, knowledge-driven products. As educational standards change and academic achievement becomes a priority in homes, toys that serve as dual-purpose learning tools are set up for long-term viability and growth in the larger market environment.

Preference for Licensed and Character-Based Toys

Character toys licensed from mass media such as animated movies, TV shows, and digital series have been growing in popularity among Mexican young consumers. The products based on a character from media provide the familiar and excitement appeal, covering the space between play and entertainment. With greater access to foreign media franchises due to online resources and streaming channels, demand for recognizable character-based merchandise has picked up. This has generated a run on toy categories like action figures, dolls, puzzles, and even themed ride-ons with these characters. Mexico toys and games market share has taken a significant gain from the longstanding popularity of licensed products, which solidifies brand loyalty and invites repeat business. For example, in April 2023, WHP Global teamed up with El Puerto de Liverpool to introduce Toys 'R' Us into Mexico, opening flagship stores and an ecommerce platform to drive the brand's growth in Latin America. Furthermore, this trend is also likely to be robust, with content consumption trends still driving toy preferences, new character launches continuing to refresh lines and drive sales in different formats of retailing.

MEXICO TOYS AND GAMES MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region level for 2026-2034. Our report has categorized the market based on product type and distribution channel.

Product Type Insights:

Plush Toys

Infant /Preschool Toys

Activity Toys

Dolls

Games and Puzzles

Ride-Ons

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes plush toys, infant /preschool toys, activity toys, dolls, games and puzzles, ride-ons, and others.

Distribution Channel Insights:

Specialty Stores

Supermarkets and Hypermarkets

Departmental Stores

Online Stores

General Stores

A detailed breakup and analysis of the market based on the distribution channel have

also been provided in the report. This includes specialty stores, supermarkets and hypermarkets, departmental stores, online stores, and general stores.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico toys and games market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico toys and games market on the basis of product type?

What is the breakup of the Mexico toys and games market on the basis of distribution channel?

What is the breakup of the Mexico toys and games market on the basis of region?

What are the various stages in the value chain of the Mexico toys and games market?

What are the key driving factors and challenges in the Mexico toys and games?

What is the structure of the Mexico toys and games market and who are the key players?

What is the degree of competition in the Mexico toys and games market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO TOYS AND GAMES MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO TOYS AND GAMES MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO TOYS AND GAMES MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Plush Toys
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Infant /Preschool Toys
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Activity Toys

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Dolls

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Games and Puzzles

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Ride-Ons

6.6.1 Overview

6.6.2 Historical and Current Market Trends (2020-2025)

6.6.3 Market Forecast (2026-2034)

6.7 Others

6.7.1 Historical and Current Market Trends (2020-2025)

6.7.2 Market Forecast (2026-2034)

7 MEXICO TOYS AND GAMES MARKET - BREAKUP BY DISTRIBUTION CHANNEL

7.1 Specialty Stores

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Supermarkets and Hypermarkets

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Departmental Stores

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Online Stores

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 General Stores

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

8 MEXICO TOYS AND GAMES MARKET – BREAKUP BY REGION

8.1 Northern Mexico

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Breakup by Product Type

8.1.4 Market Breakup by Distribution Channel

8.1.5 Key Players

8.1.6 Market Forecast (2026-2034)

8.2 Central Mexico

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Breakup by Product Type

8.2.4 Market Breakup by Distribution Channel

8.2.5 Key Players

8.2.6 Market Forecast (2026-2034)

8.3 Southern Mexico

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Breakup by Product Type

8.3.4 Market Breakup by Distribution Channel

8.3.5 Key Players

8.3.6 Market Forecast (2026-2034)

8.4 Others

8.4.1 Historical and Current Market Trends (2020-2025)

8.4.2 Market Forecast (2026-2034)

9 MEXICO TOYS AND GAMES MARKET – COMPETITIVE LANDSCAPE

9.1 Overview

9.2 Market Structure

9.3 Market Player Positioning

9.4 Top Winning Strategies

9.5 Competitive Dashboard

9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

10.1 Company A

10.1.1 Business Overview

10.1.2 Products Offered

10.1.3 Business Strategies

10.1.4 SWOT Analysis

10.1.5 Major News and Events

10.2 Company B

10.2.1 Business Overview

10.2.2 Products Offered

10.2.3 Business Strategies

10.2.4 SWOT Analysis

10.2.5 Major News and Events

10.3 Company C

10.3.1 Business Overview

10.3.2 Products Offered

10.3.3 Business Strategies

10.3.4 SWOT Analysis

10.3.5 Major News and Events

10.4 Company D

10.4.1 Business Overview

10.4.2 Products Offered

10.4.3 Business Strategies

10.4.4 SWOT Analysis

10.4.5 Major News and Events

10.5 Company E

10.5.1 Business Overview

10.5.2 Products Offered

10.5.3 Business Strategies

10.5.4 SWOT Analysis

10.5.5 Major News and Events

11 MEXICO TOYS AND GAMES MARKET - INDUSTRY ANALYSIS

11.1 Drivers, Restraints, and Opportunities

11.1.1 Overview

- 11.1.2 Drivers
- 11.1.3 Restraints
- 11.1.4 Opportunities
- 11.2 Porters Five Forces Analysis
 - 11.2.1 Overview
 - 11.2.2 Bargaining Power of Buyers
 - 11.2.3 Bargaining Power of Suppliers
 - 11.2.4 Degree of Competition
 - 11.2.5 Threat of New Entrants
 - 11.2.6 Threat of Substitutes
- 11.3 Value Chain Analysis

12 APPENDIX

I would like to order

Product name: Mexico Toys and Games Market Size, Share, Trends and Forecast by Product Type, Distribution Channel and Region, 2026-2034

Product link: <https://marketpublishers.com/r/ME5BC864438DEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ME5BC864438DEN.html>