

Philippines Toys Market Report by Product Type (Action Figures, Building Sets, Dolls, Games and Puzzles, Sports and Outdoor Toys, Plush, and Others), Age Group (Up to 5 Years, 5 to 10 Years, Above 10 Years), Sales Channel (Supermarkets and Hypermarkets, Specialty Stores, Department Stores, Online Stores, and Others), and Region 2026-2034

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Abstracts

The Philippines toys market size reached USD 542.5 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 910.3 Million by 2034 , exhibiting a growth rate (CAGR) of 5.62% during 2026-2034 . The increasing disposable incomes, rising demand for educational toys, advancements in technology, the growing popularity of licensed merchandise, e-commerce expansion, emphasis on child development, and the rising trends in eco-friendly and sustainable toys are some of the key factors contributing to the market growth.

PHILIPPINES TOYS MARKET TRENDS:

Rise of educational and science, technology, engineering, and math (STEM) toys

Parents are increasingly recognizing the importance of toys that not only entertain but also educate and develop critical thinking skills in their children. STEM toy acronyms are becoming increasingly popular because they foster creativity, problem-solving abilities, and intellectual development. These toys range from simple building blocks to advanced robotic kits that teach coding and engineering concepts. The emphasis on early childhood education and the integration of play-based learning in curriculums are propelling the demand for educational toys. Manufacturers are continuously innovating

to develop toys that align with educational standards and appeal to both parents and children, strengthening the market growth.

The growing popularity of licensed merchandise

The surge in licensed toys, based on popular movies, TV shows, video games, and comic book characters that are highly popular among children and collectors alike is aiding in market expansion. Brands such as Disney, Marvel, and LEGO capitalize on the immense fan base of their franchises by producing toys that resonate with popular culture. Consequently, the release of blockbuster films and TV series, fueled by the powerful marketing campaigns and media presence of these franchises, which create a strong emotional connection with consumers is boosting the demand for related toys and merchandise. Moreover, the integration of technology in licensed toys, such as interactive action figures and augmented reality (AR) experiences, further enhances their appeal. Additionally, the rise in adult collectors who seek nostalgia and exclusivity is further impelling the market growth.

Increasing demand for sustainable and eco-friendly toys

Environmental awareness and the push for sustainability are influencing consumer preferences, with parents seeking toys that are safe for their children and the planet. Concerns about how plastic toys affect the environment and a desire for non-toxic, renewable materials are driving this trend. Manufacturers are responding by developing toys made from recycled plastics, organic fabrics, and sustainably sourced wood. For instance, toys 'R' Us is pioneering eco-friendly initiatives by becoming the first toy retailer in the Philippines to feature the Barbie Loves the Ocean collection. This product line is predominantly crafted from 90% recycled ocean-bound plastic components, accompanied by the Beach Shack playset and accessories, which are made from over 90% recycled plastic materials. The growing adoption of the circular economy in this industry which emphasizes the design of durable and recyclable toys to produce long-lasting and repairable goods, is aiding the market expansion.

PHILIPPINES TOYS MARKET SEGMENTATION:

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

Product Type Insights:

Action Figures

Building Sets

Dolls

Games and Puzzles

Sports and Outdoor Toys

Plush

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes action figures, building sets, dolls, games and puzzles, sports and outdoor toys, plush, and others.

Age Group Insights:

Up to 5 Years

5 to 10 Years

Above 10 Years

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes up to 5 years, 5 to 10 years, and above 10 years.

Sales Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Department Stores

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, specialty stores, department stores, online stores, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

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.

Frequently Asked Questions About the Philippines Toys Market Report

- 1.What is the current size of the Philippines toys market?
- 2.What is the expected growth rate of the Philippines toys market during 2026-2034?
- 3.What factors are driving the growth of the Philippines toys market?
- 4.Which segments are covered in the Philippines toys market report?
- 5.What trends are shaping the future of the Philippines toys market?

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