

# Global Learning and Development Toys Market Growth 2026-2032

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## Abstracts

The global Learning and Development Toys market size is predicted to grow from US\$ 21920 million in 2025 to US\$ 28980 million in 2032; it is expected to grow at a CAGR of 4.1% from 2026 to 2032.

Learning and development toys, often referred to as educational toys, are specially designed playthings that aim to foster cognitive, physical, social, and emotional development in children. These toys are intentionally created to be both entertaining and educational, providing children with opportunities to acquire new skills, explore their creativity, and stimulate their intellectual growth. Learning and development toys come in various forms, catering to different age groups and developmental stages.

Global key players of Learning and Development Toys include Lego Group, Mattel, Hasbro, VTech, Spin Master, etc. The top five players hold a share about 45%. North America is the largest market, has a share about 43%, followed by Europe and Asia-Pacific, with share 30% and 19%, separately. In terms of product type, activity and sports toys are the largest segment with about 41% share, while in terms of downstream, 1-3 years is the largest downstream segment with 39% share.

LP Information, Inc. (LPI) ' newest research report, the "Learning and Development Toys Industry Forecast" looks at past sales and reviews total world Learning and Development Toys sales in 2025, providing a comprehensive analysis by region and market sector of projected Learning and Development Toys sales for 2026 through 2032. With Learning and Development Toys sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Learning and Development Toys industry.

This Insight Report provides a comprehensive analysis of the global Learning and Development Toys landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Learning and Development Toys portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Learning and Development Toys market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Learning and Development Toys and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Learning and Development Toys.

This report presents a comprehensive overview, market shares, and growth opportunities of Learning and Development Toys market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Building Sets

Games And Puzzles

Sports And Outdoor Toys

Others

#### Segmentation by Application:

Birth to 6 Months

6 to 12 Months

1 to 3 Years Old

3 to 5 Years Old

Above 5 Years Old

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Lego Group

Mattel

Hasbro

VTech

Spin Master

Banbao

Beijing Smart Toy

Brandstätter Group

Chicco

Clementoni

Farlin

Fisher-Price

Green Forest Handicrafts

Guangdong Alpha

HABA Group

Intex Toys & Plastic Electronic

JAKKS Pacific

Jazwares

JUMBO

Kids II

LeapFrog Enterprises

Magformers

Melissa & Doug

Ravensburger

Simba-Dickie Group

TAKARA TOMY

ZURU Toys

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Learning and Development Toys market?

What factors are driving Learning and Development Toys market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Learning and Development Toys market opportunities vary by end market size?

How does Learning and Development Toys break out by Type, by Application?

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