

Saudi Arabia Toy Market By Product Type (Action Figures & Accessories, Arts & Crafts, Building Sets, Dolls, Other), By Gender (Girl, Boy, Unisex), By Distribution Channel (Online, Specialty Stores, Hypermarket/Supermarket, Departmental Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Saudi Arabia toy market in was valued at USD 435.16 million in 2024 and is projected to reach USD 896.40 million by 2030, reflecting a robust compound annual growth rate (CAGR) of 12.8% over the forecast period. This strong market performance is driven by a growing young population, rising disposable incomes, and increasing consumer interest in educational and interactive toys.

Key Market Drivers

Rising Disposable Income and Increased Spending on Children's Products: Economic stability, underpinned by Saudi Arabia's oil wealth and diversification efforts under Vision 2030, has led to increased household spending capacity. With nearly 30% of the population under the age of 15, there is a growing inclination among parents to invest in premium, branded toys that offer educational and entertainment value. Celebratory occasions such as Eid and National Day contribute to seasonal surges in toy purchases, especially as gifts.

Government Support for Child Development: Policy initiatives promoting early childhood education and well-being have supported growth in the demand for educational and skill-enhancing toys. **Popularity of Licensed Merchandise:** Demand for toys associated with

popular entertainment franchises continues to grow, driven by consumer interest in global and regional media content.

Key Market Challenges

Cultural and Religious Sensitivities: The Saudi toy market is influenced by strict cultural and religious guidelines. Compliance with Sharia law affects product design and approval, restricting items that may feature human-like figures, revealing clothing, music with religious connotations, or violent themes. For instance, toys resembling idols or promoting inappropriate behavior are often restricted. Furthermore, gender-specific toys are scrutinized, with societal preferences sometimes discouraging cross-gender play. International manufacturers must localize product offerings to align with these norms, often facing complex approval processes from regulatory bodies such as the Saudi Standards, Metrology, and Quality Organization (SASO). These requirements can delay market entry, increase localization costs, and impact product variety and profitability.

Key Market Trends

Growth of Licensed and Character-Based Toys: Toys linked to global franchises such as Marvel, Disney, Pok?mon, and popular regional content continue to dominate sales. The rising popularity of films, TV series, and video games fuels demand for character-themed merchandise, including action figures, collectibles, and branded playsets. Locally produced animations such as 'Masameer' and 'Freej' have also contributed to a surge in demand for culturally relevant toys. Strategic collaborations between toy manufacturers and entertainment companies are increasingly common, with exclusive editions and retail partnerships driving sales, particularly during peak seasons like Ramadan, Eid, and school holidays.

Key Market Players

Dream International Limited

LEGO System A/S

Hamleys

Mattel, Inc.

Jazwares, LLC

Playmates Toys Limited

Hasbro, Inc.

Maisto International, Inc.

Intex Recreation Corp

Walt Disney Company

Report Scope:

In this report, the Saudi Arabia skin care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Toy Market, By Product Type:

Action Figures & Accessories

Arts & Crafts

Building Sets

Dolls

Others

Saudi Arabia Toy Market, By Gender:

Boy

Girl

Unisex

Saudi Arabia Toy Market, By Distribution Channel:

Online

Specialty Stores

Hypermarket/Supermarket

Departmental Stores

Others

Saudi Arabia Toy Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia skin care market.

Available Customizations:

Saudi Arabia skin care market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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