

Toys and Games Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Plush Toys, Infant /Preschool Toys, Activity Toys, Dolls, Games and Puzzles, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Toys and Games Market was valued at USD 335.42 Billion in 2024 and is expected to grow to USD 434.79 Billion by 2030 with a CAGR of 4.42%. The global toys and games market is witnessing steady growth, driven by increasing disposable incomes, expanding middle-class populations, and rising awareness of child development through play. Demand for educational and STEM-based toys has surged, fueled by parents' preference for cognitive skill development. The integration of technology into traditional toys—such as app-enabled games, augmented reality features, and interactive robots—is reshaping consumer expectations. Moreover, the popularity of collectibles and licensed merchandise from movies and video games has further boosted sales. E-commerce platforms have widened accessibility, especially in emerging markets.

Key Market Drivers

Rising Demand for Educational and Skill-Development Toys

One of the most influential drivers of the global toys and games market is the growing

emphasis on educational toys and those that promote cognitive and motor skill development. Parents, educators, and child development experts are increasingly focusing on toys that not only entertain but also teach essential skills such as problem-solving, creativity, numeracy, language, and emotional intelligence. STEM (Science, Technology, Engineering, and Mathematics) toys are gaining significant traction worldwide, as they are seen as tools to introduce children to complex concepts in a fun and interactive way. Brands are innovating in this space by integrating age-appropriate learning modules, making toys more engaging and effective for early education. The rise in dual-income households and working parents has also led to a preference for toys that offer educational value during independent playtime. In both developed and developing countries, early childhood education is being prioritized, and toys that contribute to this goal are in high demand. Governments and educational institutions are also playing a role by recommending or incorporating specific types of learning toys into curricula and preschool settings. Between 2011 and March 19, 2024, the U.S. Consumer Product Safety Commission (CPSC) issued six recalls of toys containing button-cell batteries, reflecting ongoing regulatory scrutiny and compliance efforts under safety standards like ASTM F963 and the CPSIA. This trend is expected to continue fueling market growth as consumers place a stronger emphasis on learning-based entertainment.

Key Market Challenges

Safety Concerns and Stringent Regulatory Compliance

One of the major challenges facing the global toys and games market is the need to comply with strict safety regulations and standards across different countries and regions. As toys are primarily intended for children, ensuring product safety is paramount, and any failure in this area can result in severe consequences for manufacturers, including legal penalties, product recalls, brand damage, and loss of consumer trust. Governments around the world, particularly in the European Union, the United States, and Japan, have implemented rigorous safety norms concerning the use of hazardous chemicals, choking hazards, sharp edges, and battery safety. For instance, the EU's Toy Safety Directive and the U.S. Consumer Product Safety Improvement Act (CPSIA) impose strict testing and labeling requirements. Smaller manufacturers, especially those in developing countries, often find it difficult to meet the high cost and complexity of regulatory compliance, which limits their ability to expand globally. Furthermore, evolving regulations—such as those focused on sustainability or data privacy in connected toys—create additional pressure to continuously adapt product design and manufacturing processes. Inadequate compliance or oversight can lead to

mass recalls, such as those seen in the past due to lead paint or magnetic components, severely damaging a brand's reputation and consumer confidence.

Key Market Trends

Rise of "Kidult" Culture and Adult Collectibles

A significant trend gaining momentum in the global toys and games market is the growing influence of the 'kidult' segment—adults who purchase toys for nostalgia, stress relief, or collection purposes. This consumer base, typically aged between 20 and 40, is increasingly driving demand for action figures, model kits, puzzles, board games, LEGO sets, and high-end collectibles based on pop culture, anime, comics, and retro gaming. Unlike children, kidults often have higher disposable incomes and are willing to pay premium prices for exclusive or limited-edition merchandise. Companies are responding by launching nostalgia-themed product lines and collaborating with major entertainment franchises like Star Wars, Marvel, Pokémon, and Harry Potter. These toys are not just meant for play but are seen as lifestyle items or home décor elements. Toy conventions, online fan communities, and social media have also helped to normalize and amplify this trend, turning hobbyist culture into a global market force. Even luxury brands and artists are entering the space, creating high-design figurines and designer toys that appeal to adult collectors. As emotional value, nostalgia, and hobbyism continue to drive consumer behavior, the kidult trend is transforming the perception of toys from child-centric items to multi-generational entertainment.

Key Market Players

Spin Master

The Lego Group

Sanrio Co., Ltd.

Playmates Toys Limited

JAKKS Pacific, Inc.

Mattel

Hasbro

Schylling

Bandai Namco Holdings Inc.

Dream International Limited

Report Scope:

In this report, the Global Toys and Games Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Toys and Games Market, By Product Type:

Plush Toys

Infant /Preschool Toys

Activity Toys

Dolls

Games and Puzzles

Others

Toys and Games Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Toys and Games Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Toys and Games Market.

Available Customizations:

Global Toys and Games 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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