

Traditional Toys and Games Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Outdoor & Sports Toys, Construction Sets, Dolls & Plush Toys, Vehicles Toys, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Traditional Toys and Games Market was valued at USD 96.31 billion in 2024 and is projected to reach USD 130.13 billion by 2030, growing at a CAGR of 5.19% during the forecast period. The market is experiencing renewed momentum, driven by evolving consumer behavior and the expanding influence of nostalgia-driven purchases. The rise of the "kidult" segment—adults purchasing toys for personal enjoyment—has significantly reshaped demand patterns, with products like LEgo sets and collectible dolls gaining strong traction among older age groups. At the same time, parents are prioritizing screen-free play to aid children's cognitive, creative, and emotional development, fueling interest in puzzles, building sets, and educational toys. Environmental concerns are also impacting product preferences, with rising demand for toys made from recyclable or sustainable materials. As these trends converge, traditional toys are regaining relevance in both developed and emerging markets, supported by broad product innovation and the influence of social media in shaping consumer sentiment.

Key Market Drivers



Nostalgia and the Rise of the 'Kidult' Market

Nostalgia is a powerful force driving the growth of the traditional toys and games market, as adults increasingly revisit beloved childhood brands and characters. Toys from past decades—such as Care Bears, Tamagotchi, and Sylvanian Families—are being reintroduced and embraced by adult consumers seeking comfort and emotional connection. This "kidult" demographic is playing a larger role in toy sales, contributing to the resurgence of classic products and collectibles. Social media platforms further amplify this trend by building online communities and normalizing adult toy collecting, turning what was once niche behavior into a mainstream cultural phenomenon.

Key Market Challenges

Competition from Digital Entertainment

A key challenge for the traditional toys and games market is the growing competition from digital devices and platforms. With the widespread adoption of smartphones, tablets, and video games, children are increasingly drawn to interactive digital experiences. These platforms often offer more dynamic, personalized content than physical toys. Studies show that in many developed nations, children now spend an average of 7–8 hours daily on screens, reducing time available for physical play. This shift is prompting toy manufacturers to explore hybrid solutions that integrate digital features into physical products. While AR, app-connected toys, and smart educational games offer some solutions, striking the right balance between physical engagement and digital innovation remains a complex challenge for the industry.

Key Market Trends

The Surge of Collectible Blind Boxes

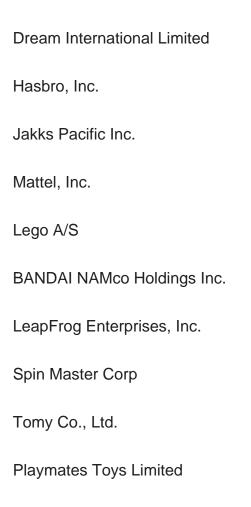
Collectible blind boxes have emerged as a major trend in the traditional toys and games space, combining surprise elements with the thrill of collecting. Brands like Pop Mart have gained widespread popularity with their mystery-box approach, attracting consumers—particularly Gen Z and millennials—who value novelty and exclusivity. The format encourages repeat purchases and collection-building, contributing to brand loyalty and viral engagement. Pop Mart, for instance, doubled its 2024 sales to USD 1.8 billion and now commands a market valuation of USD 38 billion, surpassing traditional toymakers such as Mattel and Hasbro.



Integration of Technology into Traditional Play

Technological innovation is reshaping traditional play by blending physical toys with smart features such as augmented reality (AR), virtual reality (VR), and artificial intelligence (Al). These tech-enhanced toys offer interactive, immersive experiences that appeal to today's digitally native children. AR-enabled toys, for example, can project digital animations over physical components, turning standard playtime into engaging adventures. This integration is allowing traditional toys to evolve with modern preferences, ensuring continued relevance and expanding their educational and entertainment potential.

Key Market Players



Report Scope:

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



Traditional Toys and Games Market, By Product Type: Outdoor & Sports Toys Construction Sets Dolls & Plush Toys Vehicles Toys Others Traditional Toys and Games Market, By Sales Channel: Supermarkets/Hypermarkets **Specialty Stores** Online Others Traditional 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
	Indonesia
South America	
	Argentina
	Colombia
	Brazil
Middle East & Africa	
	South Africa
	Saudi Arabia
	UAE
	Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global



Traditional Toys and Games Market.

Available Customizations:

Global Traditional 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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