

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

<https://marketpublishers.com/r/TF9D0A2419BDEN.html>

Date: June 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: TF9D0A2419BDEN

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 (AI). 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

Dream International Limited

Hasbro, Inc.

Jakks Pacific Inc.

Mattel, Inc.

Lego A/S

BANDAI NAMco Holdings Inc.

LeapFrog Enterprises, Inc.

Spin Master Corp

Tomy Co., Ltd.

Playmates Toys Limited

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 – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product...

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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Outdoor & Sports Toys, Construction Sets, Dolls & Plush Toys, Vehicles Toys, Others)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Traditional Toys and Games Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Sales Channel

6.3.2. Canada Traditional Toys and Games Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Sales Channel

6.3.3. Mexico Traditional Toys and Games Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Sales Channel

7. EUROPE TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Sales Channel

7.2.3. By Country

7.3. Europe: Country Analysis

7.3.1. France Traditional Toys and Games Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Sales Channel

7.3.2. Germany Traditional Toys and Games Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Sales Channel

7.3.3. Spain Traditional Toys and Games Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Sales Channel

7.3.4. Italy Traditional Toys and Games Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Sales Channel

7.3.5. United Kingdom Traditional Toys and Games Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Product Type

7.3.5.2.2. By Sales Channel

8. ASIA-PACIFIC TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Sales Channel

8.2.3. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Traditional Toys and Games Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Product Type

8.3.1.2.2. By Sales Channel

8.3.2. Japan Traditional Toys and Games Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Product Type

8.3.2.2.2. By Sales Channel

8.3.3. India Traditional Toys and Games Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Product Type

8.3.3.2.2. By Sales Channel

8.3.4. South Korea Traditional Toys and Games Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Product Type

8.3.4.2.2. By Sales Channel

8.3.5. Indonesia Traditional Toys and Games Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Product Type

8.3.5.2.2. By Sales Channel

9. MIDDLE EAST & AFRICA TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Sales Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Traditional Toys and Games Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Sales Channel

9.3.2. Saudi Arabia Traditional Toys and Games Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Sales Channel

9.3.3. UAE Traditional Toys and Games Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Sales Channel

9.3.4. Turkey Traditional Toys and Games Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product Type

9.3.4.2.2. By Sales Channel

10. SOUTH AMERICA TRADITIONAL TOYS AND GAMES MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Sales Channel

10.2.3. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Traditional Toys and Games Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Product Type

10.3.1.2.2. By Sales Channel

10.3.2. Argentina Traditional Toys and Games Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Product Type

10.3.2.2.2. By Sales Channel

10.3.3. Colombia Traditional Toys and Games Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Product Type

10.3.3.2.2. By Sales Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Dream International Limited
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. Hasbro, Inc.
 - 15.1.3. Jakks Pacific Inc.
 - 15.1.4. Mattel, Inc.
 - 15.1.5. Lego A/S
 - 15.1.6. BANDAI NAMCO Holdings Inc.
 - 15.1.7. LeapFrog Enterprises, Inc.
 - 15.1.8. Spin Master Corp
 - 15.1.9. Tomy Co., Ltd.
 - 15.1.10. Playmates Toys Limited

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/TF9D0A2419BDEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TF9D0A2419BDEN.html>