



Euromonitor
International

Toys and Games in the Netherlands

July 2025

Table of Contents

Toys and Games in the Netherlands

EXECUTIVE SUMMARY

Kidult trend and licensing contribute to solid growth

KEY DATA FINDINGS

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games leads growth in toys and games

Chart 2 - Analyst Insight

Funko taps into nostalgia with Star Wars Mandalorian figure

Chart 3 - Star Wars Funko Figures Target Dutch Consumers

Lego leverages brand recognition and the kidult trend for growth

Chart 4 - Disney Classics Boost Lego's Cross-Age Appeal

WHAT'S NEXT?

Video games forecast to lead growth in toys and games

AR/VR and new consoles set to fuel growth in video games

Kidults and parental desire for screen-free time set to drive growth for traditional toys and games

Retail e-commerce and omnichannel retailing set to contribute to growth

COMPETITIVE LANDSCAPE

Microsoft and Sony drive concentration, with LEGO also performing well

Little Dutch Shop's premium wooden toys drive value sales

Vtech to launch new electronic educational toys range in 2025

CHANNELS

Retail e-commerce maintains its dominance

Retail e-commerce is particularly important in video games: Game Mania turns online-only

Resurgence for offline retail, and Toychamp acquires Intertoys

ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2019-2029

Chart 6 - PEST Analysis in the Netherlands 2024

CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in the Netherlands 2024

Chart 8 - Consumer Landscape in the Netherlands 2024

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Partnerships, licensing, and kidults contribute to growth

Chart 9 - Key Trends 2024

Chart 10 - Analyst Insight

INDUSTRY PERFORMANCE

Licensed products and kidults drive growth for action figures and accessories

Construction accounts for the highest sales, with growth driven by Lego and the kidult trend

Mattel's Minecraft collaboration drives growth through licensing

Chart 11 - Minecraft Partnership Boosts Mattel's Action Figures

Lego leverages core franchises to drive growth

WHAT'S NEXT?

Construction set to lead sales, with action figures and accessories growing the fastest

Kidult demand and licensing set to reshape traditional toys and games

Parents will be keen to purchase traditional toys and games which educate their children but are also fun

Conscious consumerism will enhance the demand for safety and sustainability

Tech-integrated toys will have rising appeal despite some concern about screen time

COMPETITIVE LANDSCAPE

LEGO Group leads due to its wide range of products targeting all age groups

Lego launches target both children and adults

Chart 12 - LEGO Technic Partnership With Mercedes Builds Success on High-End Adult Sets

Square Enix capitalises on Pokémon popularity with Squishmallows launch

CHANNELS

Retail e-commerce continues to dominate, but loses slight share

Toychamp acquisition impacts traditional toys and games

COUNTRY REPORTS DISCLAIMER

[Video Games in the Netherlands](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for core brands and the expanding gamer population contribute to growth

Chart 13 - Key Trends 2024

INDUSTRY PERFORMANCE

Releases such as Call of Duty and EA Sports FC 25 drive sales of video games software

Chart 14 - Analyst Insight

Xbox expands cloud gaming, positioning itself as a cost-effective platform

Chart 15 - Xbox Cloud Gaming Expands Access Beyond Consoles

WHAT'S NEXT?

Video games hardware and software set to expand in the forecast period

Chart 16 - Nintendo, Sony, Microsoft Drive Next-Gen Console Expansion

Taking advantage of established franchises

More gamers will favour high-value consoles and adopt gaming headsets

AI personalisation and subscription services set to contribute to growth in video games

COMPETITIVE LANDSCAPE

Microsoft, Sony, and Nintendo lead video games, which sees rising concentration

Take-Two benefits from consumer interest in established brands

Returning Vlambeer focuses on new releases and maintaining its existing catalogue

Valve may release a Half-Life sequel; SCS to launch Benelux maps

CHANNELS

Retail e-commerce dominates sales of video games

Offline retail sees the best performance, as stores seek to improve their appeal

Game Mania closes stores in 2025, focusing on selling physical games online
Anticipated growth for retail e-commerce will require companies to adapt

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toys-and-games-in-the-netherlands/report.