



Euromonitor
International

Traditional Toys and Games in China

June 2025

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Traditional Toys and Games in China - Category analysis

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2024 DEVELOPMENTS

Kidults and collectibles are key trends driving an acceleration of growth

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Games and puzzles drives growth due to rising popularity of trading cards

Construction maintains solid growth despite a high base, but polarisation seen

BubblePal enhances traditional toys and games with AI, boosting growth

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Pop Mart extends its lead in dolls and accessories thanks to blind box model and IPs

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Traditional toys and games witnesses the fastest growth, while video games dominates sales

AI used to personalise traditional games and video games experiences

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Demand for collectibles drives growth for blind boxes and trading cards

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Localised innovations drive value sales, exemplified by Black Myth: Wukong

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Video games to see the highest sales during the forecast period

Technology and personalisation set to continue to contribute to growth

Licensed toys, collectibles, and kidults set to drive expansion in traditional toys and games
Mobile games, subscriptions, and cross-platform models set to drive growth in video games
Continued importance of local culture in both traditional and video games

COMPETITIVE LANDSCAPE

Kayou and Pop Mart thrive, while Yaoji and Yeloli struggle
Game Science challenges global competitors with console game launch
DNF Mobile launch boosts game sales due to extending a classic IP
Tencent acquires EasyBrain, Space Ape, Kuloo Games, and invests in Ubisoft spin-off
Interactive toy BubblePal gains prominence

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