

# Traditional Toys and Games in France

July 2025

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Overall stagnation, but construction sees dynamism

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LEGO Group's innovation and licensing boost growth for construction

Lego leverages the kidult trend with successful architecture and botanical sets

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Pokémon drives growth in collectible card games, and One Piece is launched in France

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LEGO thrives, while Mattel and Hasbro struggle

Buki France expands its product range; Le Jouet Simple expands distribution

McLaren model vehicles engage consumers, while Lego and Mega Bloks compete

## **CHANNELS**

Despite share decline, traditional toys and games stores remain popular

Retail e-commerce sees dynamism, but may be plateauing

Jouet Prix Bas offers lower prices during the Christmas season

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Cautious consumer spending and a falling birth rate lead to a difficult year for toys and games

## KEY DATA INSIGHTS

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Familiar video games software titles continue to lead, but there may be opportunities for smaller publishers

# WHAT'S NEXT?

Video games set to drive growth in toys and games

Challenges will remain in terms of inflation and the falling birth rate

Collectibles, kidults, and new launches set to shape toys and games in the future

Innovation will be crucial for growth in toys and games

## COMPETITIVE LANDSCAPE

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In 2025, new launches and stronger competition set to affect toys and games

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