



**Euromonitor
International**

Traditional Toys and Games in Romania

May 2025

Table of Contents

Traditional Toys and Games in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth driven by educational toys, sustainability, and e-commerce

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Construction and scientific/educational toys support growth

Chart 2 - Analyst Insight

Kidland expands its portfolio to meet demand for premium sustainable products

Chart 3 - Kidland Expands Sustainable Toy Line with Certified Wooden Products

WHAT'S NEXT?

Traditional toys and games to demonstrate strong growth due to rising incomes

Licensing, sustainability and technology integration to influence traditional toys and games development

Private label and e-commerce set to drive diversification in retail offerings

COMPETITIVE LANDSCAPE

Lego leads, while local brands gain traction

RoLUG and Lego collaborate to create record-breaking Star Wars diorama

Chart 4 - RoLUG and LEGO Romania SRL Build the World's Largest Lego Diorama in 2024

Pixicade kit blends physical drawings into playable mobile games

CHANNELS

Jumbo strengthens its omnichannel presence and expands its product portfolio

Consumers shift to online shopping for broader benefits

Chart 5 - eMag.ro Hits Record Sales in Romania During Black Friday 2024

COUNTRY REPORTS DISCLAIMER

Toys and Games in Romania - Industry Overview

EXECUTIVE SUMMARY

Growth driven by e-sports, multiplayer games and cloud gaming

KEY DATA INSIGHTS

Chart 6 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games remains the largest and fastest-growing category

Noriel integrates electronic features into its Noriel Aventura Swing ride-on toy vehicle

Chart 7 - Noriel Introduces the Noriel Aventura Swing Car in 2024

Online retailers attract budget-conscious shoppers with exclusive discounts

Lego capitalises on brand strength with launch of loyalty programme

Chart 8 - Lego Launches Club VIP Loyalty Programme via Brick Depot Stores in 2024

Chart 9 - Analyst Insight

WHAT'S NEXT?

Rising incomes to drive toys and games growth, with video games continuing to lead the way

Core brands and e-commerce to shape industry dynamics

Consumer interest in technology and sustainability to reshape toy offerings

COMPETITIVE LANDSCAPE

Leading toy companies increase shares via innovation and licensing
Bumbu Toys and Mitzoko gain appeal with premium sustainable products
Ginza Invest launches Nebulous Stars brand focused on child development
Chart 10 - Ginza Invest Launches Nebulous Stars Brand in 2024

CHANNELS

Retail e-commerce thrives due to convenience, technological advances and wider product selections
Jumbo expands its presence with large format stores and a wider product range

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2019-2029
Chart 12 - PEST Analysis in Romania 2024

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Romania 2024
Chart 14 - Consumer Landscape in Romania 2024

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/traditional-toys-and-games-in-romania/report.