



Euromonitor
International

Traditional Toys and Games in Ukraine

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Games and puzzles and construction contribute to growth, particularly products for kidults

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Growth in traditional toys and games slows; games and puzzles performs well

Patriotic themes boost demand for domestic products and cultural connections

Chart 2 - Pes Patron Aims to Reconnect Children with Cultural Identity and Build Patriotism

LEGO Group benefits from the kidult trend with its adult-focused sets

Chart 3 - Lego Remains Relevant as It Targets Adults with Intricate Construction Sets

WHAT'S NEXT?

Construction expected to lead gains within traditional toys and games

Chart 4 - Analyst Insight

Despite demographic challenges, the increasing number of kidults will help maintain growth

Localised and patriotic toys expected to remain important

Consumers will continue to look to traditional toys and games for stress relief

Companies will need to adapt to the continued rise of e-commerce

COMPETITIVE LANDSCAPE

A fragmented competitive landscape sees share decline among the top players

A variety of emerging companies use different strategic approaches

TechnoK introduces toys to combine fun with educational merit; Tigres offers sustainable products

CHANNELS

Rozetka drives sales of traditional toys and games via retail e-commerce

Growth in retail e-commerce driven by convenience and infrastructure improvements

Rozetka expands its omnichannel operations

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[Toys and Games in Ukraine - Industry Overview](#)

EXECUTIVE SUMMARY

Solid growth driven by video games, kidults, and localisation

KEY DATA FINDINGS

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Video games exhibits the strongest growth within toys and games

International recognition for Ukrainian games

Kiddisvit uses collectibles to educate children about Ukrainian culture

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Rozum and Nerd agency expand market presence through partnerships

Chart 7 - Tara Duncan Brand Liscencing Partnership Introduces Toys and Merchandice

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Video games to lead growth in toys and games over the forecast period

Cloud gaming will reshape consumer behaviour and necessitate business adaptation

Patriotic and localised themes set to gain ground

Chart 8 - Analyst Insight

Tigres and Lord of Boards find success with eco-friendly materials and original concepts
Companies will need to learn from previous mistakes in tech-integrated toys

COMPETITIVE LANDSCAPE

Sony Corp maintains its lead, but local companies perform well
Unique strategies and offerings by Ukrainian companies
TechnoK, Faraday, and Rozum introduce new products
New titles and company shifts impact the video games competitive landscape

CHANNELS

Rozetka gains prominence as retail e-commerce drives sales of toys and games
The move towards retail e-commerce is set to continue

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