



Euromonitor
International

Traditional Toys and Games in Australia

June 2025

Table of Contents

Traditional Toys and Games in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kidults, collectibles and construction major drivers of traditional toys and games

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Lego and Hot Wheels help drive sales of traditional toys and games

Chart 2 - Analyst Insight

Pokémon and McDonald's partnership appeals to kidults

Funko leverages blind box trend with Bitty Pop! figurine collections

Chart 3 - Funko introduces Bitty Pop! collections featuring miniatures of popular figurines

Minecraft promotion by Woolworths boosts brand visibility and drives sales

Chart 4 - Minecraft Cubeez Launches in Partnership with Woolworths

WHAT'S NEXT?

Construction toys to lead growth while plush will perform the strongest

Tech toys and AI to increasingly shape future demand

Government ban may drive children towards traditional toys

COMPETITIVE LANDSCAPE

LEGO Group leads amid greater concentration; Barbie film boost fades

Pop Mart's in-house IP and celebrity endorsement drive popularity with younger demographic

CHANNELS

Retail offline remains dominant as Australians appreciate being able to physical see toys first

Lego continues to expand distribution and adopts various marketing strategies for visibility

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Toys and Games in Australia - Industry Overview

EXECUTIVE SUMMARY

Kidults and video games drive overall growth in 2024

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games drives sales and growth overall

McDonald's leverages nostalgia with Pokémon Happy Meals to target kidults

Chart 6 - McDonald's Partners with Pokémon

Funko leverages blind boxes to drive collectability and repeat purchases

Chart 7 - Funko Introduces Bitty Pop! 4-pack Collection

WHAT'S NEXT?

Video games anticipated to continue driving growth of toys and games

Chart 8 - Analyst Insight

Affordability and social media to drive growth of traditional toys and games

Online sales will continue to dominate but potential social media ban might reduce marketing access to younger consumers

COMPETITIVE LANDSCAPE

Microsoft and Electronic Arts lead overall, driven by growth in digital games

Pop Mart expands, driven by Labubu popularity and repeat custom
Kadokawa and Sony alliance to enhance games' global footprint
Pokémon taps nostalgia trend with new mobile application
Nintendo and Sea Life partnership leverages brand strengths to enhance engagement
Chart 9 - Nintendo Announces Partnership with Sea Life Sydney Aquarium

CHANNELS

Kmart broadens toy offerings while e-commerce growth is gradual
EB Games uses subscriptions to retain customers amid retail challenges

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029
Chart 11 - PEST Analysis in Australia 2024

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Australia 2024
Chart 13 - Consumer Landscape in Australia 2024

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SOURCES

Summary 1 - Research Sources

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