



Traditional Toys and Games in Thailand

July 2025

Table of Contents

Traditional Toys and Games in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kidults and collectibles help drive dynamic performance

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Dolls and construction are strong demands drivers of traditional toys and games

Kidult trend boosts sales of traditional toys and games

Chart 2 - Lego Botanicals Expanded Range

Labubu craze trend drives art toy sales, reshaping traditional toys and games

Chart 3 - Pop Mart Labubu Monsters

WHAT'S NEXT?

Dolls and accessories to display fastest growth in traditional toys and games

Kidults trend to further expand category reach in a market with falling birth rates

Chart 4 - Analyst Insight

Tech integration and online sales to become increasingly important

COMPETITIVE LANDSCAPE

Increasing consolidation due to collectibles

Pop Mart uses blind boxes and social media to drive rapid success in Thailand

Chart 5 - Pop Mart Collectibles

Online game to expand into physical toys with Dress To Impress in 2025

CHANNELS

Despite strength of toy specialists, online platforms and art toy boutiques are alternative channels

Pop Mart vending machines set to drive impulse purchases of art toys

Retail e-commerce platforms help expand reach of smaller toy brands, while social media drives consumer engagement

COUNTRY REPORTS DISCLAIMER

Toys and Games in Thailand - Industry Overview

EXECUTIVE SUMMARY

Kidult trend and digital video content support positive performance

KEY DATA FINDINGS

Chart 6 - Key Trends 2024

INDUSTRY PERFORMANCE

Traditional toys and games drives gains in toys and games during the year

Pop Mart capitalises on kidult trend with store expansion

Chart 7 - Pop Mart In Thailand

Blind collectibles drive repeat purchases and demand for limited editions

Chart 8 - Art Toy Collectibles

Digital gaming diverts consumer spending away from traditional toys and games

Chart 9 - Twitch Online Gamers

WHAT'S NEXT?

Video games to lead toys and games over forecast period with fastest growth

Cloud gaming and increasing preference for digital software to expand audience

Digital platforms to support dominance of e-commerce

Chart 10 - Analyst Insight

COMPETITIVE LANDSCAPE

Fragmented landscape sees Pop Mart challenge traditional brands with art toys

Pop Mart targets kidults through community and exclusive marketing

CHANNELS

E-commerce dominates due to strength in video games, but physical stores are still favoured for traditional toys and games

Pop Mart disrupts established retail models with omnichannel strategy to drive local sales

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2019-2029

Chart 12 - PEST Analysis in Thailand 2024

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Thailand 2024

Chart 14 - Consumer Landscape in Thailand 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-thailand/report.