



Euromonitor
International

Traditional Toys and Games in the Netherlands

July 2025

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Lego leverages core franchises to drive growth

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Kidult demand and licensing set to reshape traditional toys and games

Parents will be keen to purchase traditional toys and games which educate their children but are also fun

Conscious consumerism will enhance the demand for safety and sustainability

Tech-integrated toys will have rising appeal despite some concern about screen time

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Microsoft and Sony drive concentration, with LEGO also performing well

Little Dutch Shop's premium wooden toys drive value sales

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