

# Toys and Games in Ukraine

July 2025

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## Toys and Games in Ukraine

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Solid growth driven by video games, kidults, and localisation

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Video games exhibits the strongest growth within toys and games

International recognition for Ukrainian games

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Companies will need to learn from previous mistakes in tech-integrated toys

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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

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Localised and patriotic toys expected to remain important

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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

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#### Video Games in Ukraine

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Greater recognition for video games developed in Ukraine

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Boosteroid partners Microsoft and Mercedes-Benz as cloud gaming gains traction

Fashion brands partner with games developers for in-game apparel and merchandise

# WHAT'S NEXT?

Video games hardware set to see the fastest expansion during the forecast period

The highest sales will still be accounted for by video games software

Kidult trend anticipated to drive growth

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Sony maintains its lead, while Microsoft maintains its rising trend

Local developers GSC Game World and Room 8 Group expand their capabilities

S.T.A.L.K.E.R. 2 drives demand for hardware and reflects national identity

Reburn unveils a new sci-fi shooter, La Quimera, to broaden its scope

EQT acquires Keywords Studios to expand its presence in video games id Software combines Doom with medieval dark fantasy elements

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Digital platforms compete through the user experience and pricing strategies

Microsoft's inclusion of Call of Duty on Xbox Cloud Gaming boosts cloud gaming and retail e-commerce

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