



Euromonitor  
International

# Traditional Toys and Games in Mexico

July 2025

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## Traditional Toys and Games in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Kidult trend drives growth, while the rise of retail e-commerce impacts distribution

Chart 1 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Hot Wheels drives growth in model vehicles, driven by the popularity of Formula 1

Chart 2 - Analyst Insight

Labubu plush craze driven by adult collectors and social media influence

Chart 3 - Labubu Leads the Way: How Kidults Are Powering Plush Toy Sales in Mexico

Injusa targets consumers with premium ride-on vehicles which integrate technology

Chart 4 - Labubu Leads the Way: How Kidults Are Powering Plush Toy Sales in Mexico

#### WHAT'S NEXT?

The largest category, dolls and accessories, is anticipated to expand in the forecast period

Competing with video games through the integration of technology

Games and puzzles set to perform well, with investments in products and distribution

Company investment in different areas likely to contribute to growth

McDonald's Pokémon promotion to boost demand for the brand

#### COMPETITIVE LANDSCAPE

Prinsel's new toys gain traction amidst shifts in share

Major brands sustain sales using licences and retail positioning

Mattel's Hot Wheels set to launch a Formula 1 collection targeting kidults

#### CHANNELS

Hypermarkets continues to lead the distribution of traditional toys and games

Retail e-commerce sees the strongest increase, as online players invest in improvements

Retail e-commerce set to reshape traditional toys and games

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

### EXECUTIVE SUMMARY

Dynamism driven by the kidult trend, subscriptions, and cloud gaming

### KEY DATA FINDINGS

Chart 5 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Video games drives growth and remains the largest category

Kidults is an increasingly important consumer group

Chart 6 - Analyst Insight

Nintendo adjusts its pricing strategy to boost Switch Online subscriptions in 2024

#### WHAT'S NEXT?

Video games set to lead value growth, although traditional toys and games will also perform well

Cloud gaming and subscription models set to reshape toys and games

Gaming headsets expected to gain popularity

Kidults likely to shape growth in traditional toys and games

Retail e-commerce set to maintain its rising trend

## COMPETITIVE LANDSCAPE

Mattel and Hasbro face challenges, but Microsoft extends its lead

Fortnite's popularity boosted by character features and server expansion

Chart 7 - Epic Games Partnered with Telefónica

Mattel to launch Formula One Hot Wheels collection targeted towards kidults

## CHANNELS

Retail e-commerce maintains its lead and sees the highest growth

Improvements to company operations boost sales of toys and games via retail e-commerce

Erosion of offline share, but bricks-and-mortar outlets remain important

## ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2019-2029

Chart 9 - PEST Analysis in Mexico 2024

## CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Mexico 2024

Chart 11 - Consumer Landscape in Mexico 2024

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