



Euromonitor
International

World Market for Toys and Games

May 2024

Table of Contents

INTRODUCTION

Scope

Key trends impacting sales of toys and games

STATE OF THE INDUSTRY

Toys and games are still an integral part of consumers' lifestyles

Toys and games recovering and will exceed 2021's COVID-19-related high by 2026

Digitalisation fuelling the popularity of video games globally

Toy companies are targeting revenue growth and shifting their focus to emerging markets

Local games developers critical to video games growth

Government policies and tariffs will dampen the appeal of high growth markets

Action figures and accessories: New TV shows cause Beyblade shares to double in Japan

Games and puzzles: Familiar classics attracting new and younger fans to sustain interest

Dolls and accessories: Barbie is the queen, while blind collectibles are becoming popular

Baby and infant, and pre-school: Decline in spending to stabilise after 2026

Mobile games and online games and subscription propel video game sales

Physical stores can offer an engaging experience that complements e-commerce

Leading companies have lost market share as consumers seek cheaper toys

Avid gamers help sustain Sony's growth, while casual gamers seek other entertainment

Genshin Impact was a global success that made miHoYo billions

Hot Wheels driving Mattel forward, while Barbie remains popular

Mattel is the leader in dolls globally, but key Asian markets have their local favourites

Film tie-ins have transformed Hasbro's fortunes

Beyblade X spinning in the money for Tomy

TOP FIVE TRENDS SHAPING THE INDUSTRY

Key trends impacting sales of toys and games

Pop culture influences driving sales of toys and games

Mechamato powering Malaysia to the global stage

Toy companies improve their product offerings and seek new consumer segmentation

"Fewer, Bigger, Better", as Hasbro focus on its core assets

AI can leverage the play experience and shorten time-to-market of new products

Pictionary vs AI: Reinventing an old game with existing technology

Emerging markets growing in importance as US falters

Global and local brands are customizing for the Mexican consumers

Value hackers stretching their money and demand value

Muslim Block uses culture and family bonding to attract Muslim buyers in the UAE

Key trends impacting sales of toys and games

Global snapshot of traditional toys and games

Global snapshot of video games

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

Definitions

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