



Toys Go Green - Sustainability in Toys and Games

August 2022

INTRODUCTION

Scope

Examining sustainability trends shaping toys and games

Sustainability in toys and games

STATE OF PLAY

Sustainably produced items are not high on parent's "eco-radar"

European consumers are more anti-plastic

SUSTAINABILITY PREFERENCES

Top three sustainability preferences among consumers

REDUCED PLASTIC USAGE

McDonald's intends to use less plastic in its Happy Meal toys

LEGO experimenting with plastics made from sugarcane

Mattel says it wants to use less plastic in its packaging

RECYCLED MATERIALS

Ravensburger BV encouraging children to learn about upcycling with EcoCreate

Mattel: Barbie goes green

SUSTAINABLY PRODUCED TOYS

Towards a kinder future with Rubens Barn

JOVI Plastilina in multicultural colours

Busy Box: Learning culture and tradition through play

SPREADING ENVIRONMENTAL EDUCATION

Meteo Heroes aims to educate children on climate change risks

KEY TAKEAWAYS

Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toys-go-green-sustainability-in-toys-and-games/report.