



Toys and Games in Western Europe

February 2026

Table of Contents

INTRODUCTION

Key findings

REGIONAL OVERVIEW

Western Europe records the lowest CAGR across the review period
Mixed performance for toys and games across Western Europe
Western Europe will see a return to growth across the forecast period
Video games dominate sales in Western Europe
Video games outsell traditional toys and games across Western Europe
Video games software as the largest category within toys and games
Video games largely responsible for new sales over the 2019-2024 period
Kidults continue to emerge as a major consumer group
Launches in the kidult space across Western Europe
E-commerce is the dominant channel for sales of toys and games
Video games sales dominated by online channels

LEADING COMPANIES AND BRANDS

Toys and games in Western Europe is a fragmented market
Tencent as a key winner in Western Europe as mobile gaming continues to grow
Western Europe remains a fragmented market
Lego dominates the brand rankings in Western Europe

FORECAST PROJECTIONS

Slowing growth expected across Western Europe
Sustainability will remain a core focus area across the forecast period
Recent product launches demonstrate a shift towards sustainability
The boundary between physical and digital play continues to blur

COUNTRY SNAPSHOTS

United Kingdom: Market Context
United Kingdom: Competitive and Retail Landscape
Germany: Market Context
Germany: Competitive and Retail Landscape
France: Market Context
France: Competitive and Retail Landscape
Italy: Market Context
Italy: Competitive and Retail Landscape
Spain: Market Context
Spain: Competitive and Retail Landscape
Netherlands: Market Context
Netherlands: Competitive and Retail Landscape
Sweden: Market Context
Sweden: Competitive and Retail Landscape
Switzerland: Market Context
Switzerland: Competitive and Retail Landscape
Turkey: Market Context
Turkey: Competitive and Retail Landscape

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