



Euromonitor
International

Top Five Trends in Toys and Games

June 2025

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Our expert's view of toys and games in 2025

Key findings

INTRODUCTION

Toys and games offers nostalgia, comfort, escapism and social connection

Top five trends in toys and games

Top five trends uncovered

GROWN-UP PLAYTIME

The rise of kidults

Funko leverages nostalgia and collectibles to drive growth

Build-A-Bear pivoting business to attract adults too

Nostalgia and collectibles drive kidults growth

CLOUD-DRIVEN COMMERCE

The future of play is digital

Obboto harnesses online crowdfunding to gauge demand for new products

Mattel's digital leap into video games with Monster High

Unlocking revenue growth through digital play

SMART PLAY EXPERIENCES

AI and tech redefining how toys interact

AI companion robot (Ai Me) from TCL as a family companion

Bringing the magic of AI to Mattel's iconic brands to target digital natives

Transforming toys through AI-driven interactive experiences

POWER PARTNERSHIPS

Unlocking new revenues and new consumers through cross-industry partnerships

McDonald's helps Minecraft hit the goldmine

Adding toy elements on spectacle frames as differentiator

Licensing and collaboration as growth engine

PLAY-AS-A-SERVICE

From ownership to access

PlayStation Plus subscription is helping to protect Sony's profitability

Subscription ensures Miko remains relevant as the child grows up

Opportunities aplenty as play shifts from product to platform

CONCLUSION

Future implications

Opportunities for growth

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