

## **Traditional Toys And Games - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

Traditional Toys And Games Market Analysis

The global traditional toys and games market reached USD 96.13 billion in 2025 and is projected to grow to USD 104.46 billion by 2030, at a CAGR of 1.68%. Parents' preference for toys with educational and developmental benefits, especially STEM-focused products and eco-friendly options, supports market expansion. The enduring appeal of classic toys, strong brand recognition, and hands-on play experiences maintain market stability despite competition from video games, mobile apps, and digital entertainment platforms. Manufacturers continue to address supply chain challenges while adapting to consumer preferences. Additionally, increasing parental concerns about excessive screen time strengthen the market as families incorporate traditional toys to promote balanced childhood development. These market dynamics indicate sustained growth potential for traditional toys, particularly in segments that emphasize learning and development.

Global Traditional Toys And Games Market Trends and Insights

Increasing Demand of Educational Toys

Educational toy demand is experiencing significant growth, driven by parents' increasing emphasis on STEM learning and cognitive development over passive entertainment. This shift is reflected in rising export figures, with China's toy exports reaching USD 2.94 billion in April 2025, indicating robust market expansion. Parents' growing concerns about excessive screen time have led to a preference for hands-on learning experiences that develop spatial reasoning, problem-solving abilities, and persistence.

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STEM toys effectively combine learning with play, making complex concepts more accessible and enjoyable for children while enhancing critical thinking skills. This trend is exemplified by recent market developments, such as the October 2024 launch of the Wondery Kids and Wow in the World STEM toy line, which integrates educational elements into traditional toys to foster meaningful engagement between children and caregivers. The integration of technology in educational toys, such as coding robots and augmented reality learning tools, has further enhanced their appeal among tech-savvy parents seeking balanced educational experiences. Additionally, manufacturers are responding to this demand by investing in research and development to create innovative educational toys that align with current educational curricula and developmental milestones.

### Rising Popularity of Construction Toys

Construction toys are experiencing a renaissance driven by their cross-generational appeal and technological integration. These toys, including building blocks and Lego sets, stimulate cognitive development, enhance fine motor skills, and foster creativity while encouraging problem-solving, logical thinking, and engineering skills. The category's growth is further amplified by social media platforms showcasing elaborate builds, creating viral marketing effects that traditional advertising cannot replicate. Manufacturing innovations enable increasingly sophisticated designs while maintaining safety standards, with players like Mattel, which launched its Brick Shop brand in May 2025, challenging established players in high-growth building set segments. The integration of augmented reality features and mobile applications has added new dimensions to traditional construction play patterns, allowing children to interact with their physical creations in digital environments. Educational institutions increasingly incorporate construction toys into their STEM curricula, recognizing their value in developing spatial awareness and engineering concepts. Additionally, the rise of adult fans of construction toys has led to the development of more complex sets targeting mature audiences, expanding the market beyond its traditional youth demographic.

### Intense Competition from Digital and Screen-Based Entertainment

Digital entertainment platforms, including video games, streaming content, and social media, pose a significant threat to traditional toy engagement. According to the Entertainment Software Association's 2024 data, 83% of parents play video games with their children, indicating the growing prevalence of digital entertainment in family activities. The increasing time spent on these digital platforms, which offer instant gratification and social connectivity, particularly appeals to children and restrains the growth of the traditional toys and games market. This shift in entertainment preferences has prompted traditional toy manufacturers to adapt their strategies, with many incorporating digital elements into their product offerings. The integration of augmented reality features and app-connected toys represents manufacturers' efforts to remain competitive in an increasingly digitalized play environment. Studies show that children aged 5-12 spend an average of 4-6 hours daily on digital devices, further highlighting the challenge faced by traditional toy manufacturers.

Other drivers and restraints analyzed in the detailed report include:

Health and Outdoor Play Awareness / Sustainability and Eco-Friendly Materials / Rising Competition from Educational Apps and E-Learning Tools /

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

Construction toys dominate the traditional toys and games market with an 18.65% share in 2024, driven by their perceived educational value and appeal across multiple generations. This segment's success extends beyond children to engage adults, while Games and Puzzles emerge as the fastest-growing category with a projected 2.05% CAGR from 2025-2030, reflecting increased family engagement and focus on cognitive development. Action Figures and Accessories maintain robust performance

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through licensed properties and collectibles, though Dolls and Accessories face challenges from evolving play patterns and digital entertainment alternatives.

Model Vehicles show sustained growth by targeting adult collectors and incorporating premium detailing, with particular emphasis on electric and autonomous vehicle themes. The market also encompasses various emerging categories, including STEM kits and sensory toys, which address specific developmental requirements and therapeutic applications, demonstrating the industry's adaptation to changing consumer needs and educational priorities. These specialized segments benefit from increasing parental awareness of developmental milestones and educational benchmarks in early childhood. Additionally, manufacturers continue to innovate within these categories by incorporating sustainable materials and eco-friendly packaging to align with growing environmental consciousness among consumers.

Manual toys continue to dominate the market with a 74.47% share in 2024, as consumers consistently prefer tactile, hands-on play experiences that enhance creativity and motor skill development. While electric/battery operated toys represent a smaller segment, they exhibit stronger growth potential with a 2.45% CAGR, driven by increasing emphasis on early learning and parental investment in developmental toys. This preference for manual toys is particularly evident in emerging markets, where traditional play patterns remain deeply ingrained in cultural practices. Additionally, the lower price points and durability of manual toys contribute to their sustained market leadership, especially in price-sensitive regions.

The electric toy segment faces regulatory challenges, particularly from Consumer Product Safety Commission proposals regarding button and coin cell battery safety, which may necessitate design modifications and increase compliance costs. However, advancements in battery life, safety features, and interactive capabilities are enabling manufacturers to expand electric toy applications beyond traditional categories into educational and therapeutic markets, supporting the segment's growth trajectory. The integration of smart features and connectivity options in electric toys is creating new opportunities for manufacturers to differentiate their products. Furthermore, the growing focus on STEM education has led to increased demand for programmable and tech-enabled toys, despite the regulatory hurdles.

The Traditional Toys and Games Market Report is Segmented by Product Type (Action Figures and Accessories, Construction, and More), Mode of Operation (Manual and More), Age Group (Infant and Toddler, and Children/Teenager), Category (Mass and Premium), Distribution Channel (Supermarkets/Hypermarkets, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

#### Geography Analysis

North America holds the dominant market position with a 34.65% share in 2024, supported by high disposable income levels, robust toy safety regulations, and well-developed retail infrastructure. The region's market strength is further reinforced by the presence of major toy company headquarters in Los Angeles. The market benefits from sophisticated e-commerce platforms and omnichannel retail strategies that enhance consumer accessibility to toy products. Additionally, the region's strong intellectual property protection framework encourages innovation and investment in new toy development.

Asia-Pacific is experiencing the most rapid market expansion with a projected CAGR of 4.32% during 2025-2030. While China maintains its position as the primary manufacturing hub for US and European toys, increasing labor costs and trade tensions are prompting companies to diversify their supply chains. India's manufacturing transformation is contributing significantly to the region's growth trajectory. The emergence of local toy brands in countries like Japan and South Korea is reshaping regional market dynamics. The growing middle-class population across Southeast Asian nations is also driving increased toy consumption and market expansion.

Europe exhibits steady market growth, characterized by strict safety standards and sustainability requirements that influence

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product development. The region's strong focus on environmental responsibility has increased demand for eco-friendly toys and sustainable packaging, creating market opportunities for manufacturers who adopt environmentally conscious production methods. The market is particularly influenced by the European Union's comprehensive toy safety directives, which set global benchmarks for quality and safety standards. The region's emphasis on educational and developmental toys aligns with consumer preferences for products that combine learning with play.

List of Companies Covered in this Report:

Mattel / Hasbro / Kirkbi A/S / Bandai Namco Holdings Inc. / TOMY Company Ltd. / Spin Master Ltd. / MGA Entertainment / Jakks Pacific Inc. / Moose Toys / Ravensburger AG / Geobra Brandstatter Stiftung & Co. KG / VTech Holdings Ltd. / Melissa & Doug LLC / Funskool (India) Ltd. / Jakks Pacific Inc. / Clementoni SpA / Goliath Games BV / Hape International AG / Schleich GmbH / Epoch Co. Ltd. /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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6.4.20 Epoch Co. Ltd.

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