Australia Toys And Games Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty Retail & Procurement (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/australia-toys-and-games-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.47 billion
Projected Forecast (2031)	USD 1.47 billion
Growth Rate (CAGR)	3.05 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Australia Toys And Games industry](images/chart_2.png)

![Australia Toys And Games Market (2025 - 2030)](images/chart_3.png)

![Australia Toys And Games Market: Market Share by Product Type, 2025](images/chart_4.png)

![Australia Toys And Games Market: Market Share by Age Group, 2025](images/chart_5.png)

![Australia Toys and Games Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 1.43 Billion |
Market Size (2026) | USD 1.47 Billion |
Market Size (2031) | USD 1.71 Billion |
Growth Rate (2026 - 2031) | 3.05 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Australia Toys And Games Market Analysis by Mordor IntelligenceThe Australia toys and games market size is expected to grow from USD 1.43 billion in 2025 to USD 1.47 billion in 2026 and is forecast to reach USD 1.71 billion by 2031 at 3.05% CAGR over 2026-2031. Measured household confidence supports discretionary spending on toys even as living-cost pressures remain evident, and educational items together with adult collectibles act as buffers during cyclical downturns. Government STEM funding, early-childhood policy focus, and enhanced e-commerce logistics further amplify demand, while eco-design mandates are reshaping packaging and materials choices. Competitive intensity remains elevated because global leaders adapt portfolios to local licensing opportunities, and online marketplaces extend nationwide reach despite rising compliance scrutiny. Overall, the Australia toys market benefits from a confluence of demographic growth in family households, omnichannel retail maturation, and policy-aligned learning priorities that sustain volume and value advancement.

Key Report Takeaways

* By product type, dolls and plush led with 23.05% of Australia toys market share in 2025, whereas educational and STEM toys are on track for a 5.12% CAGR to 2031.
* By age group, 3-8 years accounted for 36.62% share of the Australia toys market size in 2025, while 8-12 Years is projected to expand at a 5.78% CAGR through 2031.
* By distribution channel, online retail commanded 35.13% of the Australia toys market size in 2025 and is advancing at a 4.72% CAGR to 2031.
* By state, New South Wales held a 29.85% revenue share in 2025; Queensland is forecast to grow at a 5.95% CAGR over the same period.
* The LEGO Group, Mattel Inc., Hasbro Inc., Moose Toys, and Spin Master Corp. collectively held a dominant position in 2024.

Key Market Trends

Australia Toys And Games Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising disposable income and gifting culture	+0.8%	National, with higher impact in NSW and Victoria	Medium term (2-4 years)
Expansion of licensed merchandise franchises	+0.6%	National, with concentration in urban centers	Long term (≥ 4 years)
Growth in e-commerce and omnichannel retail	+0.7%	National, with rural areas showing highest growth	Short term (≤ 2 years)
Increasing demand for educational and STEM toys	+0.5%	National, with government program alignment	Medium term (2-4 years)
Government funding for early-childhood STEM programs	+0.3%	National, with targeted regional implementation	Long term (≥ 4 years)
Adult collectible and hobby community expansion	+0.4%	Urban centers, particularly Sydney and Melbourne	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Five multinational brands, The LEGO Group, Mattel Inc., Hasbro Inc., Moose Toys, and Spin Master Corp., hold a commanding position through deep IP catalogs, advanced compliance systems, and efficient omnichannel distribution. Mattel's 2025 recovery of DC Comics rights bolsters its local action-figure portfolio, while LEGO sustains cross-generational appeal with architecture and adult collector sets. Spin Master's 18.8% 2024 revenue surge reflects an innovation pipeline that balances preschool, construction, and digital-hybrid lines.

Market disruption followed Toys 'R' Us Australia's mid-2025 collapse, releasing almost USD 30 million in sales that competitors quickly absorbed. Rising regulatory costs also shift share toward large incumbents because fines such as the ACCC's recent USD 49,500 button-battery penalties weigh more heavily on small importers. At the same time, platform retailers face closer oversight, which is likely to concentrate compliant sellers and increase bargaining power for established brands.

Sustainability rules offer another competitive lever. Early movers redesign packaging to satisfy APCO's eco-modulation fees taking effect from FY27, positioning themselves for potential cost advantages and stronger consumer trust. Strategic priorities across the leader group include licensing acquisitions, connected-play technology, and direct-to-consumer launches that capitalize on growing adult collector demand while preserving scale efficiencies in core children's segments.

Australia Toys And Games Industry Leaders* The LEGO Group

* Mattel Inc.

* Hasbro Inc.

* Moose Toys

* Spin Master Corp.

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers toys and games sold in Australia, counted as the value of products purchased by consumers through online and offline channels across the country.

Scope exclusions: We exclude second-hand resale between consumers and non-toy categories that are sometimes bundled into recreational goods totals.

Segmentation Container

* By Product Type* Action Figures and Figurines
* Dolls and Plush
* Construction and Building Sets
* Games and Puzzles
* Outdoor and Sports Toys
* Vehicles and Remote Control
* Educational and STEM Toys
* Video-Game Hardware and Software
* Others

* By Age Group* 0-3 Years

* 3-8 Years
* 8-12 Years
* 12-18 Years
* Adults and Hobby Collectors

* By Distribution Channel* Specialty Toy Stores
* Online Retail
* Department and Discount Stores
* Supermarkets and Hypermarkets
* Others

* By Geography* New South Wales
* Victoria
* Queensland
* Western Australia
* South Australia
* Tasmania
* Australian Capital Territory
* Northern Territory

Frequently Asked Questions

What is the current size of the Australia toys market?

The Australia toys market size stands at USD 1.47 billion in 2026 and is expected to climb to USD 1.71 billion by 2031 at a 3.05% CAGR.

Which product segment is growing fastest?

Educational and STEM Toys are expanding at a 5.12% CAGR to 2031, driven by STEM policy support and parental demand for developmental play.

How important is e-commerce to toy sales in Australia?

Online Retail already represents 35.13% of the category revenue in 2025 and is forecast to grow at 4.72% CAGR, making it the pivotal channel for future expansion.

Which state offers the highest growth potential?

Queensland is projected to deliver a 5.95% CAGR by 2031 as lifestyle-driven migration fuels household formation and toy spending.

How are safety regulations affecting manufacturers?

Stringent ACCC enforcement and new infant-toy standards increase compliance costs, favoring large players with established testing infrastructure.

What opportunities exist in the adult collector space?

Collectors contribute an expanding premium segment, and limited-edition releases targeting over-18 buyers offer high margins with relatively low volume risk.