Fidget Toys Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Toys, Sports, Wellness & Luggage (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/fidget-toys-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 9.68 billion
Projected Forecast (2031)	USD 9.68 billion
Growth Rate (CAGR)	7.56 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Fidget Toys industry](images/chart_2.png)

![Fidget Toys Market (2026 - 2031)](images/chart_3.png)

![Fidget Toys Market: Market Share by Product Type](images/chart_4.png)

![Fidget Toys Market: Market Share by Distribution Channels](images/chart_5.png)

![Fidget Toys Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Fidget Toys Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

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

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 9.68 Billion |
Market Size (2031) | USD 13.94 Billion |
Growth Rate (2026 - 2031) | 7.56 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Fidget Toys Market Analysis by Mordor IntelligenceThe fidget toys market size is expected to increase from USD 9.07 billion in 2025 to USD 9.68 billion in 2026 and expected to reach USD 13.94 billion by 2031, growing at a CAGR of 7.56% over 2026-2031. The fidget toys market is supported by a broad rise in mental health concerns, with nearly 1.2 billion people worldwide living with a mental disorder as of May 2026, which has widened demand for simple and accessible stress-relief products[1]Source: Institute for Health Metrics and Evaluation, “Global Mental Disorders Have Nearly Doubled Since 1990, Now Affecting 1.2 Billion People Worldwide,” healthdata.org. The category now reaches well beyond children because wellness habits, therapy use, and social media discovery have pulled in office workers, adult collectors, and neurodivergent consumers across income groups. The fidget toys market is also shifting from novelty-led buying toward products that carry a clearer stress-relief or sensory purpose, which is raising the value of therapeutic positioning, safer materials, and repeat purchase channels. Regulatory changes in Europe and China are tightening chemical and safety requirements, which is pushing brands to rethink plastics, formulations, and supplier standards. The fidget toys market remains moderately fragmented, and competition is increasingly shaped by product safety, premium materials, therapeutic credibility, and the ability to respond quickly to viral demand while limiting exposure to counterfeit goods.

Key Report Takeaways

* By product type, fidget spinners led with 40.28% revenue share in 2025, while stress balls are forecast to expand at 9.11% CAGR through 2031.
* By material, plastic held 53.48% share in 2025, while silicone is projected to record the highest CAGR at 8.73% through 2031.
* By distribution channel, supermarkets and hypermarkets accounted for 38.72% of revenue in 2025, while online retail is advancing at 9.03% CAGR through 2031.
* By geography, North America held 41.35% of revenue in 2025, while Asia-Pacific is forecast to grow at 8.85% CAGR through 2031.

Key Market Trends

Global Fidget Toys Market Trends and InsightsDrivers Impact Analysis*

Drivers	(~) % Impact on CAGR Forecasts	Geographic Relevance	Impact Timeline
Growing Awareness of Stress and Anxiety Management Products	+2.0%	Global, with elevated impact in North America and Western Europe	Medium term (2-4 years)
Increasing Adoption of Sensory Toys for ADHD and Autism Support	+1.5%	Global, highest concentration in North America, Europe, and Australia	Long term (≥ 4 years)
Strong Influence of Social Media Trends and Viral Product Marketing	+1.2%	North America, Europe, East Asia	Short term (≤ 2 years)
Continuous Product Innovation in Designs, Materials, and Functions	+1.0%	Global, with premium innovation starting in North America and extending into Asia-Pacific and Europe	Medium term (2-4 years)
Growing Demand for Portable and On-the-Go Entertainment Products	+0.8%	Global, with early gains across urban markets in North America, Europe, and Asia	Short term (≤ 2 years)
Rising Consumer Interest in Screen-Free Recreational Activities	+0.7%	North America, Western Europe, Australia, South Korea, and Japan	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The fidget toys market is moderately fragmented, with specialist sensory brands operating alongside large toy companies that are entering through adjacent tactile formats. Competition is strongest in lower price tiers, where plastic and silicone products are easy to copy and quick to launch. This keeps shelf competition high and makes brand trust, product safety, and retail compliance more important than simple novelty. The fragmented structure also means that fast response to trends can matter as much as scale in the fidget toy market.

Some companies are trying to separate themselves through clear strategic moves. Hasbro pre-launched Nano-mals in 2026, bringing interactive fidget-style pets with touch-responsive behavior into the category and signaling that larger toy companies see room in sensory-led hybrid products. Lautie introduced the Noiz-O in early 2026, using a proprietary linked rotation mechanism to push the premium spinner segment toward more engineered tactile performance. Tangle Creations has built a more defensible position in healthcare and education channels through FDA medical device registration for Tangle Therapy and Tangle Relax, which gives it a credibility advantage in institutional sourcing. These moves show that the fidget toys market is no longer competing only on toy aesthetics, because clinical fit, adult appeal, and technical design now shape premium positioning.

Another dividing line in the fidget toys market is the difference between general retail brands and companies targeting adult collectors or therapy-led demand. Premium direct-to-consumer players can command much higher unit prices when material quality and tactile precision are part of the product promise. Mainstream players, by contrast, focus more on reach, licensing, and broad retail placement. Over time, this should keep the market fragmented, but it should also widen the performance gap between brands that offer credible differentiation and those that depend on short-lived trend volume.

Fidget Toys Industry Leaders* LEGO Group

* Hasbro Inc.

* Mattel Inc.

* Spin Master Corp.

* ZURU Inc.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Fidget Toys Market Report ScopeProduct TypeFidget Spinners |
Stress Balls |
Infinity Cubes |
Pop-It Toys |
Others |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Germany |

| United Kingdom |
| France |
| Italy |
| Spain |
| Netherlands |
| Sweden |
| Poland |
| Belgium |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| South Korea |
| Vietnam |
| Indonesia |
| Thailand |
| Singapore |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Chile |
| Peru |
| Colombia |
| Rest of South America |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Egypt |
| Morocco |
| Turkey |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size of the fidget toys space?

The fidget toys market was valued at USD 9.07 billion in 2025 and is projected to reach USD 13.94 billion by 2031 at a 7.56% CAGR.

Which product type leads revenue today?

Fidget spinners remain the largest product type, with 40.28% revenue share in 2025.

Which product category is growing the fastest through 2031?

Stress balls are the fastest-growing product type, with a forecast CAGR of 9.11% through 2031.

Why is online retail becoming more important for fidget products?

Online retail is forecast to grow at 9.03% CAGR because viral discovery, marketplace search, and fast fulfillment now move demand more quickly than many physical channels.