# Educational 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/global-educational-toys-market](https://www.mordorintelligence.com/industry-reports/global-educational-toys-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 78.48 billion |
| **Projected Forecast (2031)** | USD 78.48 billion |
| **Growth Rate (CAGR)** | 8.51 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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

![Educational Toys Market Size](images/chart_3.png)

![Educational Toys Market Share by Product Type, 2025](images/chart_4.png)

![Educational Toys Market Share by Material, 2025](images/chart_5.png)

![Educational Toys Market Growth Rate by Region](images/chart_6.png)

![Educational Toys Market Concentration](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 78.48 Billion |
Market Size (2031) | USD 118.08 Billion |
Growth Rate (2026 - 2031) | 8.51 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Educational Toys Market Analysis by Mordor IntelligenceThe educational toys market size is expected to grow from USD 72.08 billion in 2025 to USD 78.48 billion in 2026 and is forecast to reach USD 118.08 billion by 2031 at 8.51% CAGR over 2026-2031. Demand in the educational toys market is increasing as caregivers prioritize products that actively support the development of cognitive, motor, and socio-emotional skills, moving away from passive entertainment toward evidence-based play experiences. Advances in large-scale neuroimaging have established connections between early brain development, from infancy to preschool, and later reading proficiency. This has led manufacturers to design products aligned with critical developmental stages rather than broad age categories. Institutional purchasing in the educational toys market is also driving growth, with schools incorporating coding, robotics, and social-emotional learning into curricula and acquiring toys equipped with pre-designed lessons, teacher dashboards, and tools for tracking outcomes.

Key Report Takeaways

* By product type, Games and Puzzles led with 21.43% of the educational toys market share in 2025, whereas STEM Toys are forecast to expand at an 9.92% CAGR through 2031.
* By technology integration, Non-Electronic Traditional Toys commanded 56.11% of the educational toys market size in 2025, while Smart Toys with AI and IoT are projected to register an 11.43% CAGR to 2031.
* By age group, the 5-8 Years cohort held 55.13% of the educational toys market size in 2025; the 0-4 Years segment will advance at an 11.12% CAGR over 2026-2031.
* By material, Conventional Plastics captured 61.43% of educational toys market share in 2025, with Recycled and Bio-plastics expected to grow at a 12.02% CAGR.
* By distribution channel, Supermarkets and Hypermarkets accounted for 28.33% of the educational toys market size in 2025; Online Retail Stores are poised to post a 12.41% CAGR to 2031.
* By geography, Europe led with 37.82% revenue share in 2025, whereas Asia-Pacific is forecast to log the fastest regional CAGR at 11.71% through 2031.

### Key Market Trends

Global Educational Toys Market Trends and InsightsDrivers Impact Analysis*

| Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
| --- | --- | --- | --- |
| Rising awareness of early childhood brain development and neuroplasticity | +1.8% | Global, with strongest uptake in North America and Europe | Medium term (2-4 years) |
| Growing emphasis on STEM/STEAM education in schools and curricula | +2.1% | Global, Asia-Pacific core with spillover to North America and Europe | Long term (≥ 4 years) |
| Expansion of digital-integrated learning driving hybrid educational toys | +1.5% | North America, Europe, urban Asia-Pacific | Short term (≤ 2 years) |
| Increasing focus on social-emotional learning (SEL) and emotional intelligence in kids | +1.2% | North America, Europe, select Asia-Pacific markets | Medium term (2-4 years) |
| Strong push for inclusive and special-needs-oriented toys | +0.9% | North America, Europe, Australia | Medium term (2-4 years) |
| Certification and endorsement of toys by educators, psychologists, and pediatricians boosting credibility | +1.0% | Global, particularly North America and Europ | |

e | Long term (≥ 4 years) |
Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The educational toys market is moderately fragmented, with global incumbents coexisting alongside emerging entrants. Established companies in the educational toys market, like LEGO, Mattel, and Hasbro, leverage their brand equity, retail networks, and intellectual property portfolios to maintain market share. Meanwhile, digitally native brands and STEM-focused (Science, Technology, Engineering, and Mathematics) specialists capitalize on opportunities in subscription models, institutional sales, and sensor-embedded smart toys. Key strategies include vertical integration into content and curriculum development, horizontal expansion through licensing partnerships (e.g., LEGO's collaborations with Star Wars and Pokémon, and Mattel's partnership with OpenAI announced in 2025), and mergers and acquisitions to enhance digital capabilities. For instance, Mattel's USD 318 million acquisition of full ownership of Mattel163 in February 2026 added expertise in mobile game development, publishing, and digital customer acquisition to its portfolio.

Technology remains a critical competitive area. LEGO's SMART Play platform incorporates over 20 patented sensor and synthesizer technologies into its bricks, creating a proprietary ecosystem that enhances user engagement and raises barriers to imitation. Emerging disruptors, such as Shifu Technologies and Ozobot, focus on STEM-oriented products and bypass traditional retail channels by utilizing direct-to-consumer e-commerce and institutional sales to schools. Ozobot, for example, offers dual coding pathways with screen-free color codes and block-based programming targeting children aged 4-5 and above, with a reported reach of over 1.7 million students.

Opportunities also exist in inclusive and special-needs-oriented toys. Products with clinically validated efficacy, such as LEGO-based therapy, which has shown improvements in executive function for children with autism spectrum disorder (ASD), can command premium pricing and gain traction in institutional markets. Sustainability is another area of growth. Brands that demonstrate credible efforts in recycled-material sourcing, carbon-neutral manufacturing, and circular-economy models (e.g., take-back programs and modular repairability) can differentiate themselves in eco-conscious segments. However, consumer willingness to pay a premium for such features varies across regions and income levels. Compliance with safety standards, including ASTM F963 (American Society for Testing and Materials), CPSC (Consumer Product Safety Commission) regulations, and international standards like ISO 8124, is essential. Recent product recalls highlight that safety lapses can lead to immediate market exclusion and significant reputational damage.

Educational Toys Industry Leaders* LEGO Group

* Mattel Inc.

* VTech Holdings Ltd.

* Hasbro Inc.

* Spin Master Corp.

* *Disclaimer: Major Players sorted in no particular order


### Component Component 3 Scope Of The Report Bottom

Global Educational Toys Market Report ScopeThe educational toys market includes toys designed to enhance children's cognitive, motor, and creative skills through interactive play. The market is segmented by product type, technology integration, age group, material, distribution channel, and geography. By product type, the market includes building and construction toys, games and puzzles, arts and crafts such as language, literacy, artistic, and creative toys, role play toys focusing on professions, STEM (Science, Technology, Engineering, and Mathematics) toys, and other product types. By technology integration, the market is divided into non-electronic traditional toys, electronic and interactive toys, and smart toys with artificial intelligence (AI) and Internet of Things (IoT). By age group, the market caters to children aged 0 to 4 years, 5 to 8 years, 9 to 11 years, and 12 years and above. By material, the market includes conventional plastics, recycled and bio-plastics, wood and paper-based materials, and other material types. By distribution channel, the market is segmented into supermarkets and hypermarkets, specialty stores, online retail stores, and other distribution channels. Geographically, the market is analyzed across North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. The market sizing has been done in value terms in USD for all the above mentioned segments.

By Product TypeBuilding and Construction |
Games and Puzzles |
Arts and Crafts (Language, Literacy, Artisitic and Creative Toys) |
Role Play (Profession Focused) |
STEM Toys |
Other Product Types |

### Segmentation Accordion Item

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

| Morocco |
| Turkey |
| Rest of Middle East and Africa |

## Frequently Asked Questions

#### How large is the educational toys market in 2026?

It is valued at USD 78.48 billion in 2026, on track to reach USD 118.08 billion by 2031.

#### Which product segment is expanding the fastest?

STEM Toys are projected to grow at a 9.92% CAGR between 2026 and 2031.

#### Why is Asia-Pacific the fastest-growing region?

Middle-class expansion, STEM mandates in China and India, and rising parental spend push the region to an 11.71% CAGR.

#### What drives the shift toward smart, sensor-enabled toys?

Parents want interactive feedback without added screen time, while edge-AI hardware meets privacy rules and enriches play value.

#### How are sustainability trends affecting materials?

Regulatory pressure and eco-conscious consumers lift bio-plastics, expected to post a 12.02% CAGR through 2031.