Toys and Games 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/toys-and-games-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 296.82 billion
Projected Forecast (2031)	USD 296.82 billion
Growth Rate (CAGR)	2.24 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

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

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

![Toys and Games Market Concentration](images/chart_7.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 296.82 Billion |
Market Size (2031) | USD 331.56 Billion |
Growth Rate (2026 - 2031) | 2.24 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Toys and Games Market Analysis by Mordor IntelligenceThe Toys And Games Market size is projected to be USD 290.31 billion in 2025, USD 296.82 billion in 2026, and reach USD 331.56 billion by 2031, growing at a CAGR of 2.24% from 2026 to 2031.

Millennials and Generation Z, with their substantial purchasing power, are propelling the market's growth. The action figures and accessories segment thrives, buoyed by a consistent influx of captivating movie and cartoon releases. As children immerse themselves in social media and online gaming, the market witnesses further expansion. Adult collectors and premium product categories continue to enjoy steadfast demand. Today's parents prioritize toys that entertain and bolster cognitive skills, creativity, and learning. There's a pronounced global appetite for educational toys and games, emphasizing problem-solving and skill development. Given these diverse growth drivers, the toys and games market is set for sustained expansion, bridging both traditional and digital domains. Digital connectivity has redefined play, turning it into a communal experience. Online multiplayer games and interactive digital toys are cultivating global communities. Moreover, a rising trend sees adult consumers, often motivated by nostalgia and stress relief, further broadening the market. Manufacturers are keenly responding, crafting products tailored to this expanding demographic.

Key Report Takeaways

* By product type, video games led with 65.92% of toys and games market share in 2025, and are expected to grow at a CAGR of 2.65% through 2031.
* By mode of operation, electric and battery-operated items accounted for 75.92% of the toys and games market size in 2025 and are pacing at a 2.96% CAGR.
* By age group, collectors and adults aged above 18 years held 38.12% revenue share in 2025; the children/teenagers (2-18-year) cohort posts the fastest 3.31% CAGR to 2031.
* By category, mass-market ranges commanded 67.74% of the toys and games market size in 2025, whereas premium lines are forecast to climb at a 3.75% CAGR.
* By distribution channel, online stores captured 58.93% of the toys and games market share in 2025 and will grow at a 4.11% CAGR through 2031.
* By geography, Asia-Pacific contributed 34.48% revenue in 2025 and is the fastest region with a 4.52% CAGR forecast.

Key Market Trends

Global Toys and Games Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Hardware Innovation and Advanced Video Gaming Devices	+0.8%	Global, with concentration in North America and Asia-Pacific	Medium term (2-4 years)
Rising Popularity of Construction Toys	+0.6%	Global, led by Europe and North America	Long term (≥ 4 years)
Health and Outdoor Play Awareness	+0.4%	North America and Europe are primary, expanding to emerging markets	Medium term (2-4 years)
Technological Integration with Traditional Toys	+0.7%	Global, with early adoption in developed markets	Short term (≤ 2 years)
Sustainability and Eco-Friendly Materials	+0.3%	Europe and North America leading, global adoption following	Long term (≥ 4 years)
Growth of 3D Games and Graphics	+0.5%	Global, concentrated in gaming-mature markets	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The toys and games market exhibits moderate fragmentation, with both established corporations and specialized companies gaining market share through distinct positioning. Companies like Mattel Inc., Hasbro Inc., and Spin Master Corp.among others, maintain market leadership through their global presence, intellectual property portfolios, and established retail networks. Smaller companies achieve success by emphasizing innovation, specializing in specific categories, and implementing direct-to-consumer strategies that bypass traditional distribution channels.

The market structure encompasses various consumer segments, ranging from mass-market children's toys to premium adult collectibles. Each segment requires specific expertise in design, manufacturing, distribution, and marketing. This fragmentation creates entry opportunities, particularly in emerging categories such as AI-enabled toys and sustainable products, where established companies face adaptation challenges to meet changing consumer preferences.

Companies differentiate themselves through intellectual property licensing, technology integration, and sustainability initiatives. Strategic partnerships play an essential role in market expansion, as evidenced by Cobi's partnership with Hobbycraft in September 2024, which initiated with a soft launch of Cobi's core products.

Toys and Games Industry Leaders* Mattel Inc.

* Hasbro, Inc

* Funskool India Ltd.

* TOMY Company, Ltd.

* Spin Master Corp.

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market covers the value of toys and games sold to end users, counted in revenue terms across physical toys and game products, along with video game products, across online and offline channels.

Scope exclusions: We exclude gambling and betting activities, and we also exclude secondhand resale values to avoid double counting of the same units.

Segmentation Container

* By Product Type* Traditional Toys and Games* Action Figures and Accessories
* Construction
* Dolls and Accessories
* Games and Puzzels
* Model Vehicles
* Other Product Types

* Video Games

* By Mode of Operation* Manual
* Electric/Battery Operated

* By Age Group* Infant and Toddler (Below 2 Years)
* Children/Teenager (2-18 Years)
* Collectors and Adult (Above 18 Years)

* By Category* Mass
* Premium

* By Distribution Channel* Offline Stores
* Online Stores

* By Geography* North 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

What is the current size of the toys and games market?

The toys and games market stands at USD 296.82 billion in 2026 and is projected to reach USD 331.56 billion by 2031.

Which product category holds the largest revenue share?

Video games dominate with 65.92% of toys and games market share in 2025.

How fast is the online channel growing?

Online stores are forecast to grow at a 4.11% CAGR through 2031, outpacing offline formats.

Which region is projected to grow the fastest?

Asia-Pacific leads with a 4.52% CAGR to 2031, driven by rising disposable income and supportive manufacturing policies.

How are companies addressing sustainability concerns?

Leading brands shift to recycled or plant-based plastics, adopt carbon-neutral facilities and introduce minimal packaging designs to satisfy eco-conscious consumers.