

Learning and Educational Toys Market is Projected to Grow Expeditiously: to Reach USD 81.3 Billion by 2030, Report

By distribution channel, the market is divided into hypermarkets/supermarkets, specialty stores, departmental stores, online channels, and others.

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The global learning and educational toys market was valued at \$49,973.1 million in 2020, and is projected to reach \$81,295.2 million by 2030, registering a CAGR of 5.1% from 2021 to 2030."

Allied Market Research

Research recently published a report, titled, "[Learning and Educational Toys Market](#) by Product Type (Building Sets, Games & Puzzles, Sports & Outdoor Toys, and Others), Age Group (5 years, 5 to 10 years, and above 10 years), and Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Departmental Stores, Online Channels, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2030". As per the report, the global [learning and educational toys](#) industry generated \$49.97 billion in 2020, and is estimated to reach \$81.29 billion by 2030, growing at a CAGR of 5.1% from 2021 to 2030.

Major determinants of the market growth

Rise in demand from children and young population, reduction of carbon footprint and surge in environment-friendly initiatives, and advent of games in bars and cafes have boosted the growth of the global learning and educational [toys market](#). However, tariff duties, growth in digitalization, and widespread penetration of smartphones hinder the market growth. On the contrary, untapped potential in developing markets and rapid growth of online retail platforms are expected to open new opportunities for the market players in the future.

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The sports and outdoor toys segment held the lion's share

By product type, the sports and outdoor toys segment dominated the market in 2020, accounting for nearly one-third of the global learning and educational toys market. In addition, the segment is estimated to register the highest CAGR of 4.9% during the forecast period, owing

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