

Toys Market worth \$103.8 Billion by 2027 | Growing at a CAGR of 2.5% from 2021 to 2027

The toys market size was \$92.2 billion in 2019, and is projected reach \$103.8 billion by 2027, registering a CAGR of 2.5% from 2021 to 2027.

WILMINGTON, DE, UNITED STATES, March 10, 2025 /EINPresswire.com/ -- The global [toys market](#)



By product type, the sports and outdoor toys segment led in terms of toys market share, in 2019; however action figure segment is expected to gain market share in the upcoming years."

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was valued at \$92.2 billion in 2019, and is projected to reach \$103.8 billion by 2027, growing at a CAGR of 2.5% from 2021 to 2027. A toy is an object or device designed primarily for play, entertainment, or educational purposes, often intended for use by children but also enjoyed by individuals of all ages. [Toys](#) can range from simple items like dolls, action figures, and puzzles to more complex, tech-driven products such as electronic games and interactive devices.

The toy industry is undergoing rapid transformation, influenced by evolving trends and consumer preferences.

A key trend is the incorporation of technology, with smart toys and those featuring augmented reality (AR) and virtual reality (VR) creating interactive experiences that captivate both tech-savvy children and their parents. This shift is driven by a growing emphasis on educational value, as STEM (Science, Technology, Engineering, and Mathematics) toys become more popular among parents who want to support their children's learning through play.

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However, the industry faces challenges such as stringent safety regulations and the risk of product recalls, which can impact brand reputation. In addition, the increasing popularity of digital entertainment options, including video games and online content, competes with traditional toys for children's attention.

Despite these challenges, there are ample market opportunities. Innovating with digital-physical play experiences and focusing on sustainability can attract modern consumers. Expanding into emerging markets with rising disposable incomes and increasing demand for diverse toy offerings presents further growth potential. Aligning products with educational and

environmental trends can enhance market positioning.

The Asia-Pacific toys market presents significant growth opportunities, driven by rising disposable incomes, expanding middle-class populations, and increasing urbanization. Countries like China, India, Japan, and South Korea are key players in the region, with China dominating due to its large manufacturing base and consumer demand.

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E-commerce platforms are rapidly transforming the toy retail landscape, offering vast selections and convenience to consumers. Digital toys, smart toys, and educational products, particularly those integrating STEM (Science, Technology, Engineering, and Mathematics) concepts, are gaining popularity as parents prioritize educational value. In addition, trends like sustainability have emerged, with demand growing for eco-friendly and ethically manufactured toys.

Licensing deals with popular media franchises, particularly from anime and local entertainment, also drives market growth. As consumers seek diverse, innovative products, the Asia-Pacific region remains a dynamic space for expansion and competition in the global toy industry.

Key Findings of Study

The global toys market was valued at \$92.2 billion in 2019, and is projected to reach \$103.8 billion by 2027, growing at a CAGR of 2.5% from 2021 to 2027.

The Asia-Pacific toys industry is significantly impacted by increasing demand for educational and tech-driven toys.

Specialty stores are a preferred sales channel from a children's perspective due to their curated selection of toys, engaging in-store experiences, and interactive product displays.

Children aged 5 to 10 years age group are highly engaged in playing and learning activities, driving demand for educational, interactive, and creative toys.

Sports and outdoor toys hold a major share owing to growing interest in active, physical play that promotes health, fitness, and social engagement among children.

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David Correa
Allied Market Research
+18007925285 ext.

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