

From Toys to Treasures, Why Dads Are Driving Australia's Collectibles Boom

This Father's Day, the traditional toy aisle is getting a grown-up makeover, with dads emerging as a major force behind Australia's growing collectibles trend.

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/EINPresswire.com/ -- This Father's Day, the traditional toy aisle is getting a grown-up makeover, with dads emerging as a major force behind Australia's growing collectibles trend.



Trading Card Hub Australia

Lego sets, Pokémon and sports cards, anime figures and Harry Potter memorabilia are no longer just pulling in younger fans. More adults are returning to the franchises and hobbies they grew up with, only now they have the disposable income to collect them seriously.

Nostalgia is driving the trend

For many dads, collecting is about more than owning a product. It is a way to revisit childhood memories while enjoying a hobby as an adult and returning to the things they never really stopped loving. The Pokémon cards once traded in the schoolyard, the LEGO sets they spent hours building and the movies they grew up watching have all evolved into premium collectibles.

"We're seeing a shift in the way adults think about toys and collectibles," says [toysrus.com.au](https://www.toysrus.com.au) John Sette. "For many dads, these products bring back strong childhood memories, while also giving them something they can enjoy and share with their own children."

From Pokémon to trading cards

Trading cards have become one of the biggest parts of the modern collectibles market. The Trading Card Hub brings together everything from TCG New Releases and Pokémon TCG to Yu-Gi-Oh! TCG and Sports TCG, giving collectors plenty of ways to follow their favourite franchises and teams.

For dedicated collectors, brands such as Ultra Pro and Palms Off Gaming also cater to the

growing demand for card protection, storage and collecting accessories.

Collecting becomes a family experience

The trend is also creating a new way for dads and children to connect. Building a large LEGO set together, trading Pokémon cards or sharing a favourite sports team can turn a dad's childhood interest into a shared family hobby. What started as nostalgia for one generation can quickly become a new tradition for the next.

The new Father's Day gift

That shift is starting to show up in what Australians gift their Dads on Father's Day too. Rather than another pair of socks or a traditional gift, families can choose something connected to Dad's actual interests and childhood, whether that's a LEGO set, Pokémon collection, sports cards or the latest TCG release.

The biggest change? Dads aren't necessarily buying toys for their kids anymore. They're buying a piece of their own childhood, a way back into a hobby they loved 20-30 years ago.

And that is turning toys into treasures.

About [Toys“R”Us Australia](#)

Toys“R”Us Australia is a destination for families and collectors, offering a wide range of toys, games and collectibles for every age. With a long-standing focus on the power of play, Toys“R”Us brings together much-loved brands, new releases and nostalgic favourites, helping kids and adults alike discover something to enjoy.

John Sette

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