



Euromonitor
International

Traditional Toys and Games in China

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kidults and collectibles are key trends driving an acceleration of growth

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Games and puzzles drives growth due to rising popularity of trading cards

Construction maintains solid growth despite a high base, but polarisation seen

BubblePal enhances traditional toys and games with AI, boosting growth

Chart 2 - Haivivi Interactive Toys Incorporates Voice Recognition and Adaptive Learning

Jellycat leverages the kidult trend with pop-up café and immersive experiences

Chart 3 - Jellycat's Shanghai Pop-Up Café Celebrates the Brand's 25th Anniversary

WHAT'S NEXT?

Construction set to lead growth in traditional toys and games

Tech integration and AI personalisation to reshape play experiences

Emotional connections set to reshape traditional toys and games

COMPETITIVE LANDSCAPE

Kayou sees growth amidst increasing concentration

Pop Mart extends its lead in dolls and accessories thanks to blind box model and IPs

Pop Mart and Kayou expand as collectibles surge in popularity

Luka's AI Learning Companion achieves success with interactive learning

Chart 4 - Analyst Insight

CHANNELS

E-commerce gains ground as consumers chase better deals and experiences

Companies also favour retail e-commerce

Offline presence remains important as stores attract consumers with experiences

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Toys and Games in China - Industry Overview

EXECUTIVE SUMMARY

AI personalisation and local cultural elements are important growth drivers

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Traditional toys and games witnesses the fastest growth, while video games dominates sales

AI used to personalise traditional games and video games experiences

Chart 6 - Justice Online Launches AI Arena

Demand for collectibles drives growth for blind boxes and trading cards

Chart 7 - China's Collectible Card Craze Drives Continued Expansion

Localised innovations drive value sales, exemplified by Black Myth: Wukong

Chart 8 - Analyst Insight

WHAT'S NEXT?

Video games to see the highest sales during the forecast period

Technology and personalisation set to continue to contribute to growth

Licensed toys, collectibles, and kidults set to drive expansion in traditional toys and games
Mobile games, subscriptions, and cross-platform models set to drive growth in video games
Continued importance of local culture in both traditional and video games

COMPETITIVE LANDSCAPE

Kayou and Pop Mart thrive, while Yaoji and Yeloli struggle
Game Science challenges global competitors with console game launch
DNF Mobile launch boosts game sales due to extending a classic IP
Tencent acquires EasyBrain, Space Ape, Kuloo Games, and invests in Ubisoft spin-off
Interactive toy BubblePal gains prominence

CHANNELS

Retail e-commerce dominates sales of toys and games as consumers seek better prices
Offline retail still has a role to play
A transition to more flexible retail models, such as pop-up stores and vending

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029
Chart 10 - PEST Analysis in China 2024

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in China 2024
Chart 12 - Consumer Landscape in China 2024

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SOURCES

Summary 1 - Research Sources

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