



Euromonitor
International

Traditional Toys and Games in Brazil

July 2025

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Traditional Toys and Games in Brazil - Category analysis

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Construction toys is most dynamic, as kidult trend and licensing contribute to growth

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Traditional toys and games benefits from phone restrictions and licensing; construction leads growth

Lego leverages nostalgia with McLaren edition to drive growth

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Lego expands its reach with hybrid construction/board game concept

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Screen time concerns will drive shift towards traditional toys and games

Upcoming films expected to stimulate growth in action figures and accessories

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Mattel gains share, while Hasbro and Estrela face challenges

Sunny invests in licences and expands product selection to target adult collectors

CHANNELS

Mercado Livre supports competitive pricing in retail e-commerce

Toy retailer Ri Happy partners with Estrela to release limited-edition toy

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Growth supported by digital expansion and continued popularity of licenced products

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Share gain for Krafon, while Sunny invests in Pokémon licences

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