



# Traditional Toys and Games in the US

June 2025

Table of Contents

## Traditional Toys and Games in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Traditional toys witnessed decline due to inflation, digital shift, and cautious spending

Chart 1 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Lego expands its product line-up to appeal to a wider age group, driving growth for construction

Chart 2 - Analyst Insight

#### WHAT'S NEXT?

Construction set to lead gains in toys and games

Media, education policy, and e-commerce shape toys and games

MagicCon shows community engagement can boost the success of toy brands

#### COMPETITIVE LANDSCAPE

Mattel leads rivals through Hot Wheels, and Fisher-Price revamp

Spin Master expands its offering of pre-school toys with Melissa & Doug acquisition and Ms. Rachel partnership

Hasbro and Mattel collaborate to reinvigorate Barbie with Play-Doh range

Mattel partners with Formula 1 to boost the Hot Wheels brand

Chart 3 - Hot Wheels Launches Exclusive F1 Car for Cross-Generational Fans in 2024

Fisher-Price and Hasbro leverage nostalgia to reinvigorate core brands

Radio Flyer and Bandai focus on toys related to media releases

Chart 4 - Radio Flyer Expands into Animation with New Storytelling Division

#### CHANNELS

Retail e-commerce grows as consumers seek more competitive prices

Mattel leverages brands to create experiential theme park venture

Amazon and manufacturer loyalty programmes boost direct-to-consumer online purchases

Traditional toys and games companies will need to adopt an omnichannel strategy

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## Toys and Games in the US - Industry Overview

### EXECUTIVE SUMMARY

Growth driven by kidults, tech innovations and rising cloud gaming

### KEY DATA FINDINGS

Chart 5 - Key Trends 2024

#### INDUSTRY PERFORMANCE

After decline for toys and games in 2023, video games drives growth in 2024

Success of Final Fantasy VII Rebirth and Lego exemplifies growth of the kidult trend

Chart 6 - Final Fantasy VII Rebirth: Critically Acclaimed 2024 Sequel Expands Iconic RPG Trilogy

PlayStation pushes cloud gaming via PS Portal and subscription services

Chart 7 - Analyst Insight

#### WHAT'S NEXT?

Video games to lead growth in toys and games

Core brands and media-related releases set to impact the trajectory of toys and games

Community, legacy and innovation set to contribute to growth

## COMPETITIVE LANDSCAPE

Fisher-Price is revitalised and Lego maintains growth in a fragmented landscape

Spin Master acquires Melissa & Doug amidst pre-school market challenges

Fisher-Price and Hasbro reinvigorate core brands amid consumer caution

Chart 8 - Fisher-Price Wood Combines Sustainability and Nostalgia with New FSC-Certified Toys

Microsoft's change of strategy in response to falling sales

## CHANNELS

E-commerce boom driven by video games software and competitive pricing strategies

Physical retail also remains important, with omnichannel retailing prevalent

Mattel set to open its first theme park, also expanding its retail presence

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029

Chart 10 - PEST Analysis in the US 2024

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in the US 2024

Chart 12 - Consumer Landscape in the US 2024

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## SOURCES

Summary 1 - Research Sources

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