



Euromonitor
International

Traditional Toys and Games in the United Arab Emirates

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Construction and collectibles benefit from appealing to wide target audience

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Strong growth for traditional toys and games, with construction remaining popular across age groups

Action toys and accessories increasingly driven by expanding target audience and licensed characters

Chart 2 - Analyst Insight

Dolls and accessories remains important category due to cross-generational appeal

Virgin Megastore expands collectibles range amid kidult phenomenon

Chart 3 - Virgin Megastore Enhances Collectibles Offerings to Attract Kidult Shoppers in 2024

WHAT'S NEXT?

Traditional toys and games set to record solid growth, supported by rise in disposable income

Film releases and STEM toys to help drive growth of traditional toys and games

Both e-commerce and in-store experiences will shape future channel development

COMPETITIVE LANDSCAPE

Lego gains share as Mattel leads amid intense competition

Toybox UAE expands with premium, sustainable and educational play products

Spin Master buys Melissa & Doug; TJX invests in Brands for Less

MrBeast collaboration boosts Moose Toys with science-themed toy line

CHANNELS

E-commerce and hybrid models change purchasing habits

Hamleys and Teddy Mountain expand experiential retail offerings in local market

Funko targets adult consumers with exclusive collectibles in strategic locations

Chart 4 - Funko Boosts Market Reach Through Strategic Store Openings and Collectibles Focus

Hamleys promotes eco-friendly toys to engage environmentally-conscious parents

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Toys and Games in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Growth driven by kidult trend, tech-focused toys and greater move towards digital content

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games spearheads growth within toys and games

QTrobot improves learning for neurodiverse children with AI companion

Chart 6 - LuxAI's QTrobot Enriches Learning for Neurodiverse Students with Interactive Play

Major players focus on core brands to drive sales

AR-based educational toys struggle to capture attention of Generation Alpha

Chart 7 - Analyst Insight

WHAT'S NEXT?

Strong outlook for toys and games in the local market

Kidult trend to drive growth, while technology will transform play

Hamleys Play and Lego stores enhance experience in retail but e-commerce offers further development opportunities

COMPETITIVE LANDSCAPE

Lego expands with flagship store as industry fragmentation increases

LuxAI's QTrobot secures strong position through AI-driven learning tools

Spin Master's acquisition of Melissa & Doug reshapes competition

Lego and Mattel plan innovative toy launches during 2025

Funko and Hasbro target kidults with licensed nostalgic product lines

CHANNELS

E-commerce, flagship stores shape toy sales; smaller retailers face challenges

Hamleys Play and Virgin Megastore innovate with experience-based retail

Chart 8 - Hamleys Play at Dubai Hills Mall Blends Retail with Entertainment to Draw Families

E-commerce gains ground in toys and games via exclusive offers

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029

Chart 10 - PEST Analysis in United Arab Emirates 2024

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in United Arab Emirates 2024

Chart 12 - Consumer Landscape in United Arab Emirates 2024

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SOURCES

Summary 1 - Research Sources

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