



Euromonitor
International

Traditional Toys and Games in Germany

August 2026

Table of Contents

Traditional Toys and Games in Germany - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Influencers and Viral Collectibles Reshape Demand across All Ages

Chart 2 - Paula Senfkorn with Labubus

Labubu and Trading Card Games Drive Viral Store Openings and Collector Frenzies

Chart 3 - Riftbound League of Legends Trading Card Game

Nostalgia and Emotional Connection Expand the Collector Base beyond Children

Chart 4 - Noris and Kosmos Hitster Adaptations

Chart 5 - Value Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Kidult Collectors Reshape Demand as Population Shrinks

Chart 7 - Analyst Insight for Traditional Toys and Games

Eu Compliance and Social Media Trends Set the New Terms for Competitive Success

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Gmbh Capitalises on Construction Strength as Smaller Players Adapt to Shifting Demand

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

E-Commerce Attracts Families with Better Deals and Convenience

Thalia Reinvents Toy Shopping with Events and Digital Integration

Chart 12 - Retail Channels 2020-2025

PRODUCTS

Regulatory Compliance and Anticipatory Cultural Intelligence Redefine the Innovation Brief

German Manufacturers Convert Global Viral Formats into Locally Anchored Products

Declining Birth Rates and Niche Consumer Segmentation Are Reshaping Commercial Priorities

ECONOMIC CONTEXT

Chart 13 - Economic Context for Traditional Toys and Games

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Traditional Toys and Games

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Nintendo'S Console Refresh Increases Video Game Spend and Drives Recovery

Chart 21 - Nintendo Switch 2 Launch

Adult Collectors Reshape Premium Offerings and Stabilise Value

Chart 22 - League of Legends' Riftbound Cards

Recurring Subscriptions Strengthen Platform Loyalty and Insulate Revenue

Chart 23 - Xbox Game Pass Price Rise

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Ecosystems and Collectible Demand Sustain Value Growth

Ip Consolidation and Recurring Revenue Models Define the Future of Toys and Games

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Anchor Leadership as Value Pools Concentrate

Global Deals Reshape Video Games Value Flows

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

E-Commerce Platforms Capture Spending as Digital Goods Surge

Chart 30 - Retail Channels 2020-2025

PRODUCTS

Phygital Integration and Domestic Development Capacity Redefine the Product Development Brief

Ubisoft and Asus Target Adult Consumers with Domestically Anchored Software and Premium Portable Hardware

Corporate Consolidation and Physical Retail Repositioning Concentrate Commercial Returns among More Integrated Operators

ECONOMIC CONTEXT

Chart 31 - Economic Context for Toys and Games

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Toys and Games

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-toys-and-games-in-germany/report.