



Euromonitor
International

Toys and Games in the Philippines

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Demand for Toys and Games Boosted by Increased Spending

Garena Streamlines Mobile Gaming and Fuels Digital-First Play

Chart 2 - Sea Integrates Garena and Shopee for Free Fire Access

Mattel and Pop Mart Reshape Premium and Omnichannel Play

Chart 3 - Barbie Anchors Character-Led, Collectable Demand

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile-First Platforms to Accelerate Digital Spending and Live Commerce

Mobile Games and Live-Service Titles to Capture the Largest Share of Spend

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mattel and Bytedance Shape Divergent Brand and Value Leadership

Pop Mart and Live Commerce Energise Collectables and Fandom Demand

Chart 8 - Pop Mart Converts Social Videos into Sales

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Live Commerce Transforms Discovery and Purchase Behaviour

Chart 11 - Retail Channels 2020-2025

PRODUCTS

Live-Service Architecture and Localised Content Define Digital Product Innovation

Collectables and Licensed Characters Drive Physical Product Reinvention

Creator-Driven Commerce Reshapes Product Launches

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toys and Games

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toys and Games

Chart 16 - Population 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Pop Mart and Funko Pop Fuel Sales through Viral Tiktok Drops

Chart 19 - Pop Mart Drives Tiktok Vlogs and Unboxings

Adult Collectors and Nostalgia Drive Value for Display-Orientated Toys

Chart 20 - Beyblade Tournaments Drive Multi-Generation Collecting

Mindful Play and Surprise-Driven Collecting Reshape Sensory and Repeat Purchases

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Kidult Collectors and Blind Boxes to Drive Sustained Growth

Chart 23 - Analyst Insight for Traditional Toys and Games

Content-Driven Engagement Set to Fuel Games and Puzzles

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mattel Leverages Strong Ip to Expand Lead Amid Rising Competition

Emerging Players Tap into Pop Culture Demand with Niche Ip Strategies

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Toy Kingdom and Ban Kee Trading Corp Accelerate Online Sales with Official Flagship Stores

Retailers Boost Experiential Shopping with Events and Pop-Ups to Sustain Footfall

Chart 28 - Retail Channels 2020-2025

PRODUCTS

Franchise Licensing and Character-Ip Convergence Drive the Next Wave of Product Design

Pop Mart's New Series and Miniso's Bt21 Line Demonstrate Character-Driven Product Extension

Chart 29 - Miniso's 2025 BT21 Plush Collections Offer Comfort

Repeat-Purchase Mechanics and Cross-Generational Licensing Strengthen Category Economics

ECONOMIC CONTEXT

Chart 30 - Economic Context for Traditional Toys and Games

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Traditional Toys and Games

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Video Games in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Video Games Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Video Games

INDUSTRY PERFORMANCE

Roblox and Free Fire Drive Recurring Spend and Engagement among Young Players

Chart 37 - Sea Links Garena and Shopee for Easier Free Fire Access

Nintendo Targets Urban Enthusiasts as Console Value Declines Further

Chart 38 - Nintendo Switch 2 Caters to Console Enthusiasts

Chart 39 - Value Sales 2020-2030

Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Live-Service Games to Attract Young Mobile Users through Digital Payments

Recurring Digital Models and Frictionless Payments to Reshape Competitive Dynamics

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bytedance Capitalises on Mobile Legends to Accelerate Share Gains

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Garena and Shopee Expand Digital Access through Local Payments

Chart 45 - Roblox Offers Top Ups Targeting Young Filipinos

Chart 46 - Retail Channels 2020-2025

PRODUCTS

Embedded Payment Products Lower the Barrier to In-Game Spending

Localised Content and Regional Community Features Drive Product Differentiation

User-Generated Content Platforms Establish a New Model for Product Innovation

ECONOMIC CONTEXT

Chart 47 - Economic Context for Video Games

Chart 48 - Real GDP Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Video Games

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - 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/toys-and-games-in-the-philippines/report.