



Euromonitor
International

Traditional Toys and Games in Mexico

August 2026

Table of Contents

Traditional Toys and Games in Mexico - 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

Mattel Leverages Collector Drops to Unlock Kidult Value

Chart 2 - Mattel Creations Makes Its Mexico Debut at Ccxp 2025

Action Figures and Construction Benefit From Nostalgia

Tiktok Shop Launch Accelerates Impulse Toy Sales via Social Commerce

Chart 3 - Tiktok Shop Launch in Mexico Accelerates Creator-Led Toy Sales

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Adults to Drive Premium Collectible Launches and Sustain Value Growth

Dolls and Accessories to Expand through Innovation and Collector Appeal

Chart 6 - Analyst Insight for Traditional Toys and Games

Digital Integration and Educational Value to Reshape Product Design and Purchasing

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mattel and Hasbro Reinforce Lead as Lego Gains Momentum

Leading Companies Sustain Brand Loyalty through Nostalgia

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets Lead through Competitive Pricing and Accessibility

Disney Store Mexico Drives In-Store Experiences to Boost Loyalty

Online Platforms Win Shoppers with Choice, Price, and Convenience

Chart 11 - Retail Channels 2020-2025

PRODUCTS

Mattel and Hasbro Elevate Kidult Engagement with Premium Collectibles

Mattel Creations and Tiktok Shop Transform Collector and Impulse Buying

Barbie Signature Día De Muertos Collection Boosts Emotional Brand Loyalty

Chart 12 - Barbie Signature Día De Muertos 2025 Collection Drives Premium Demand through Culturally Inspired Collectible Storytelling

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

Toys and Games in Mexico - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Microsoft and Nintendo Ignite Digital-Led Growth through Consoles and Subscriptions

Chart 21 - Oxxo Pay Widens Mexico's Paying Base for Fortnite, Free Fire and Roblox

Mattel and Lego Boost Premium Demand with Cultural and Adult-Focused Collectibles

Tiktok Shop and Gifting Peaks Accelerate Omnichannel and Impulse-Driven Sales

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Video Games to Lead Growth through Digital Access and Subscription Models

Chart 24 - Analyst Insight for Toys and Games

Kidult Demand, Cultural Collectibles, and Omnichannel Retail to Shape Traditional Toys

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Microsoft Overtakes Mattel as Console Gaming Drives Stability

Omnichannel Retail Supports Innovation across Categories

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Store-Led Gifting Anchors Value as Consumers Rely on Physical Inspection

Tiktok Shop Drives Creator-Led Discovery and Impulse Purchases

Chart 29 - Tiktok Shop's Mexico Launch Accelerates Creator-Led Toy and Collectible Sales

E-Commerce Outpaces Stores as Digital Software and Subscriptions Surge

Chart 30 - Retail Channels 2020-2025

PRODUCTS

Cultural Co-Creation Drives Collector Product Design

Chart 31 - Mattel's Día De Muertos Collectibles Capture Mexico's Culture-Led Toy Demand

Service-Embedded Hardware Deepens Platform Loyalty

Social Commerce Integration Reshapes Product Discovery and Shelf Strategy

ECONOMIC CONTEXT

Chart 32 - Economic Context for Toys and Games

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Toys and Games

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-mexico/report.