



Euromonitor
International

Top Five Trends in Toys and Games

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Our expert's view of Toys and Games in 2026

Key findings

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Top five trends uncovered

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Companies will lose kids if they do not design the toys for s-commerce

Crybaby : Scarcity and social commerce drives collectible value

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Phygital collectibles bridge growing digital spending with physical play

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