Understanding Kidults

Kidults are an enigma for many brands and retailers. But this segment of the population (any person aged 12+ receiving or buying toys and games for themselves) has grown tremendously since 2019, driven by the pandemic and increased consumer choice. Here are insights from our latest Kidult Report: Demystifying the Kidult Toy Market in Europe ...

What’s the worth?
The Kidult toy market was worth €4.6B overall in 2022.

Best-selling category
Games & puzzles was the best-selling category for both males and females.

Country growth
All EU5 countries (France, Germany, Italy, Spain, UK) increased double digits since 2019. The segment grew the most in France.

Category investment
Female Kidults were more invested in arts & crafts and plush than males.

Favourite shopping channel
Kidults’ favorite shopping channel was online, driven by endless choices and pandemic behaviour.

Higher spend
Kidult spend was much higher in France, Germany, and the UK than in Italy and Spain.

Since 2019, toy sales to children have failed to increase. Finding new consumers in the Kidult segment presents a huge opportunity for brands and retailers. Our unparalleled data and deep industry expertise can guide your product, marketing, merchandising, and price and promotion strategies so you can identify opportunities and unlock business growth across all channels.

Source: Circana, Toys Consumer 360, EU5, 2022