

# No Child's Play - Kidults Buying Toys

October 2021

Table of Contents

Scope

Key findings

Toys and games poised for strong growth over the forecast period

Traditional toys and games - key categories that appeal to adults

Video games - digital playground for adults

A rise in casual gaming among adults

Who are the kidults ?

Single-person households will reach 550 million by 2040

Asia Pacific and Europe have the largest singleton populations

Childless households have time and money to indulge in their hobbies

More families are not having children

Middle-aged workers are earning more money

Younger workers in emerging markets earn more

Popular movies are franchises Millennials and Gen X grew up with

How to engage the kidults

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