

Research 🔍

For ▼

In-Sight.

Innovation ➤

Sample Final Report

Previous notes for this Sample Report

1. This report is presented for a fictitious company '123 Toys' for illustrative purposes. Neither the company nor the project is real. The information found and presented is real.
2. An In-Sight report is built from 8 strategic questions. Each question is answered with relevant data and sources. In this example, we show the answer to only 1 of the 8 questions. But, always seeking to generate actionables that allow for informed decision-making, with: trigger questions "How Might We", Buyer Personas, Journey Maps, Comparative Matrices, among other strategic and innovative elements.
3. An In-Sight report includes a mapping of competitors and references that are subsequently classified and prioritized in profiles with parameters defined according to the brief, in this case by '123 Toys'. In this example, we present only one profile for illustrative purposes.

Diagnosis and Strategic Opportunities for "123 Toys" in the Latin American Market

The analysis of the toy market in Latin America, as of September 2025, reveals that the industry is undergoing a fundamental transformation that presents both risks and opportunities for established players like "123 Toys". Survival and growth no longer depend on traditional manufacturing, but on the ability to respond to two key macro-trends.

The market has evolved from selling products to offering significant "experiences" (sensory, educational, and nostalgic). The main path for innovation and growth lies in the "strategic fusion" of concepts: retro with modern, physical with digital, and entertainment with culture. To compete effectively, "123 Toys" must adopt a new paradigm centered on these two market realities.



Research shows that the value of a toy has shifted from the physical object to the experience it provides. This trend is manifested in several key dimensions that dominate modern consumer preferences, going far beyond the simple act of playing. Viral content on social media, for example, does not focus on the product's features, but on the sensory gratification it provides, as demonstrated by ASMR and "satisfying videos" hashtags. Added to this is a growing demand for educational experiences (Edutainment) and the search for products with a purpose, such as ecological and sustainable toys, whose market in Europe grew at a rate of 12.7%.

The most significant opportunities do not arise from isolated categories, but from the intelligent combination of concepts. The winning strategy is "fusion," which allows companies to capture multiple market segments and create products with a greater emotional and commercial impact.

The recommendation is to develop a new line of "retro-modern" products that capitalizes on intergenerational fusion, combining the nostalgia of "Kidult" parents with the technology that attracts children. This strategy not only doubles the target market for the same product but also creates a deep emotional connection by fostering shared family play. This approach, coupled with a strong e-commerce presence (the main sales channel in the region) and a commitment to sustainability, will position the company as an innovative leader in the market.

Table of Contents

Brief	01
Specific Objectives	02
Data for the Report's Elaboration	
Determined Search Locations	04
Benchmark	05
Research Questions	07
Answer to the Research Questions	
Cluster 3: Trends and Innovation	08
Summary from Social Listening	17
Concept Visualizations	20

Brief

"123 Toys," a Mexican toy company with 30 years of history, seeks to analyze the Latin American market to identify competitors offering innovative solutions, evaluate how they integrate emerging technologies, understand new user needs, and detect global trends in the sector.

Specific Objectives

1. COMPETITIVE MAPPING

Identify and analyze competitors in Mexico and Latin America, evaluating their strategies, market penetration, and other key data according to reports, news, and public sources.

2. TECHNOLOGICAL INNOVATION AND TRENDS

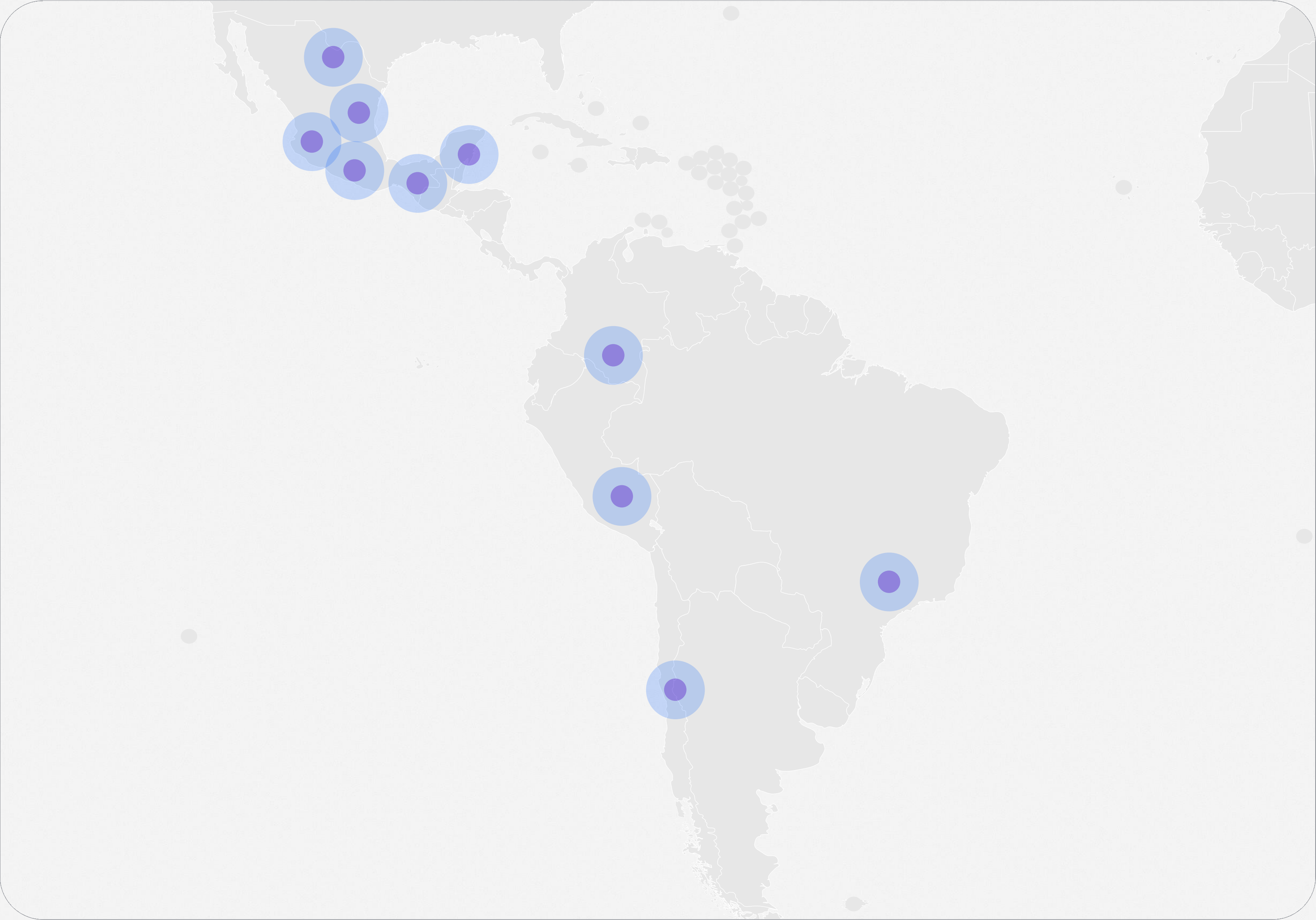
Study how they integrate emerging technologies (e.g., augmented reality) and detect key trends (e.g., sustainability) that could be applicable to 123 Toys.

3. STRATEGIC RECOMMENDATIONS

Propose lines of action ("How might we") to develop innovative, differentiated portfolios aligned with market demands, enhancing competitive advantages.

Sample Final Report

Determined Search Locations



Strategic locations aligned with the "123 Toys" brief in Mexico

Determined Locations

Tier 1 (Strategic Markets)

By population density and purchasing power

- 1 CDMX
- 2 Guadalajara
- 3 Monterrey

Tier 2 (Emerging Markets)

Medium-sized cities with a growing middle class

- 4 Querétaro
- 5 Puebla
- 6 León

Tier 3 (Key Cities)

- 7 Río de Janeiro, Brazil
- 8 Bogotá, Colombia
- 9 Buenos Aires, Argentina
- 10 Santiago, Chile



Search radius of 500km from each city

Competitors Found During the Research



Relevant note:

During the iterations in all selected countries, we selected references and competitors from the industry. These cases and analyses will be mentioned directly or indirectly in the development of the answers to the research questions, and in some cases, there will be analysis profiles.

Sample Final Report

Research Questions

Market and Competition

1. How do the leading toy companies in Mexico and Latin America position themselves, and what strategies do they use to capture the attention of parents (customers) and children (users)?
2. How do successful companies align their messages to connect with both the concerns of parents (safety, education) and the desires of children (fun, technology)?

Trends and Innovation

5. How can global trends and local preferences inspire innovation at "123 Toys"?
6. What emerging technologies could be integrated into toys to satisfy children and reassure parents?
7. What new portfolios and product lines can '123 Toys' develop to meet new market needs and trends?

User vs. Customer: Needs in Tension

3. How to balance the needs of the customer (parents: educational development, safety) with those of the user (children: entertainment, innovation) in the same product?
4. What priority attributes do parents look for by region, age, or gender of their children, and how does this influence purchasing trends?

From Idea to Action: Overcoming Obstacles

8. What critical challenges does "123 Toys" face in becoming a benchmark in toys that unite innovation, education, and fun?
9. How to compete with established brands without sacrificing accessible prices?
10. What type of toys best help children's development?

These questions are a starting point generated for the research process from the Brief, in this case by "123 Toys". However, their formulation is flexible: they can be adjusted in scope, depth, or focus. Once validated and approved by the client, researchers will use them for search iterations with verified sources to generate answers with solid foundations in the report.

Sample Final Report

Answer to the Research Questions

Trends and Innovation

5. How can global trends and local preferences inspire innovation at "123 Toys"?

Global Trends Described in Relevant Scientific Articles

Personalized Toys

Toys inspired by cultural or historical heritage, as a way to connect with consumers seeking deeper experiences.

A Healey, A Mendelsohn, JM Sells, & E Donoghue. (2019). Selecting appropriate toys for young children in the digital era. Pediatrics.

Digital Toys and Edutainment

Toys that combine educational elements with entertainment, such as mobile applications or toys with interactive education functions.

A Turanova & T Yessimgaliyeva. (2024). The influence of modern toys on the child's psyche. Journal of E-education.

Heritage-Inspired Toys

Toys inspired by cultural or historical heritage, as a way to connect with consumers seeking deeper experiences.

L Chang. (2025). Blending Tradition with Trend: Heritage-Inspired Elements in Today's Popular Toys. Cultura: International Journal of Philosophy of Culture.

Eco-Conscious Toys

Toys that use recycled materials and reduce environmental impact.

Snjezana Dubovicki, Š. (2021). Trends, facts and figures of the global toys and games market and industry. ResearchGate.

Toys and Mobile Applications

Interactive mobile applications that integrate with toys to offer broader learning and entertainment experiences.

G Ng, M Chow, & AL Salgado. (2015). Toys and mobile applications: current trends and related privacy issues. Springer.

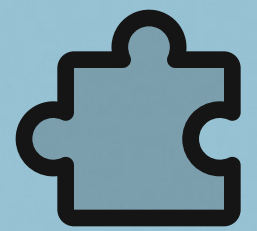
Main preferences and trends in toys impacting the LATAM market



Sustainable Toys

The demand for sustainable and ecological toys is constantly growing. According to research by Maximize Market Research, the sustainable toy market in Europe increased from USD 34.5 billion in 2019 to USD 40.4 billion in 2022, with a growth rate of 12.7%.

 **How might we?**
How could "123 Toys" use local materials (e.g., fibers, fabrics, or recycled cane) to create a sustainable toy line with a Mexican identity?



Educational Toys

The growing awareness of the importance of children's education and cognitive development can generate demand for educational toys. According to Arizton, the global market for educational toys will grow at an annual rate of 8.11% until 2026.

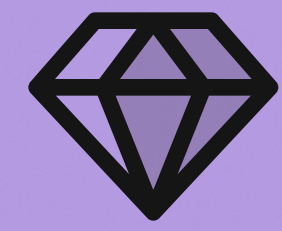
 **How might we?**
How could we develop STEAM (science, technology, engineering, art, mathematics) toys that integrate Latin American cultural themes?



E-Commerce

The growing adoption of e-commerce in Latin America can generate opportunities for the toy market. According to Nocnocstore, most toy sales in Latin America occur through e-commerce.

 **How might we?**
How could we optimize our e-commerce presence to compete with global platforms (e.g., Amazon) and highlight toys with a local identity?



Luxury and Exclusive Toys

The growing demand for luxury and exclusive toys can generate opportunities for '123 Toys' in the premium toy market. According to research by Toys And Games In Mexico, luxury and exclusive toys are increasingly popular.

 **How might we?**
How could we create a premium toy line inspired by Latin American traditions to attract high-purchasing-power consumers?

Leverage Factors Used by Other Competitors

Sports Licenses

Toys with licenses from the NBA, NFL, UEFA, among others. It is projected to grow at a CAGR of 4.9% by 2030.



Funko POP! Con licencia de la NBA

Plush Toys

Resurgence of plush toys, especially those focused on popular movie and TV characters.



Peluche de Grogu – The Mandalorian (Disney). Walmart México

Anime and Manga

Toys and dolls with characters from anime and manga.



Figura de acción de Anime Demon Slayer. Walmart México

Toys with Artificial Intelligence

Developing toys that include AI and machine learning, such as robots or monsters that adapt to children.



Robot interactivo AIRO con inteligencia artificial. Clementoni

Other Preferences and Trends

'Kidults' (childlike adults)

The 'kidults' trend, which refers to adults who continue to play with toys and other children's products, is an opportunity for '123 Toys' to expand its market niche towards adults seeking retro or technologically advanced toys.

This trend is reflected in articles like "Toy Trends from Spielwarenmesse 2025" from License Global, which mentions that the adult toy market constitutes 30% of the market in Europe.

💡 How might we?

How could we design "retro-modern" toys that attract both nostalgic adults (kidults) and their children, combining locally relevant technology (e.g., Spanish-language apps) with iconic designs from the 90s/2000s in Latin America?

🧠 Insight

By creating a product that appeals to two generations simultaneously, the market expands naturally. The parent becomes the main promoter of the toy within the home, using their own emotional connection to introduce it to their children.

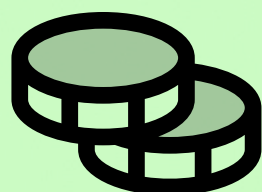


Ilustración de Esther Park / Getty y Shutterstock / The Current
Artículo: WhyHasbro and othertoycompanies are embracing 'kidults'
Autor: Travis Clark
Fecha: 17 de Julio de 2023

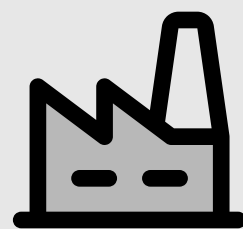
Factors that were Analyzed



Portfolio



Financial Data



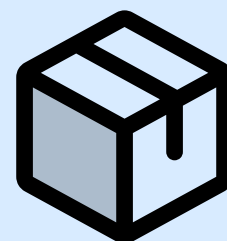
Sector of
Operation



History



Geographic Scope



Relevant Products

- Filtered Sectors:
- Toys
 - Educational Toys
 - Toys for Children
 - Latin American Toys



1980

Rag dolls, wooden toys

México

B2B (wholesalers) and artisan fairs

Rag dolls

No information



20+ years ago

Toys for children and babies, sports, educational, decorative, among others

México

Toy supplier to wholesalers, retailers

Inflatable balls

No information



2016

Didactic products that help improve children's learning and development

Mexico and United States

B2C

BoxArt

Valuation: USD 50K



50+ years ago

Motor development toys

Mexico and United States

B2B (schools and daycares)

Puzzles

No information



1945

All types of toys, global franchises

Global

B2B and B2C

Barbie, Hot Wheels, Fisher-Price.

2023 Revenue: USD 5.4B.



2001

Focused on novelty and seasonal toys (e.g., Christmas)

Mexico and Guatemala

B2C (department stores)

Themed toys (e.g., movies)

No information



Basic Information

Presence in:

- México
- Estados Unidos

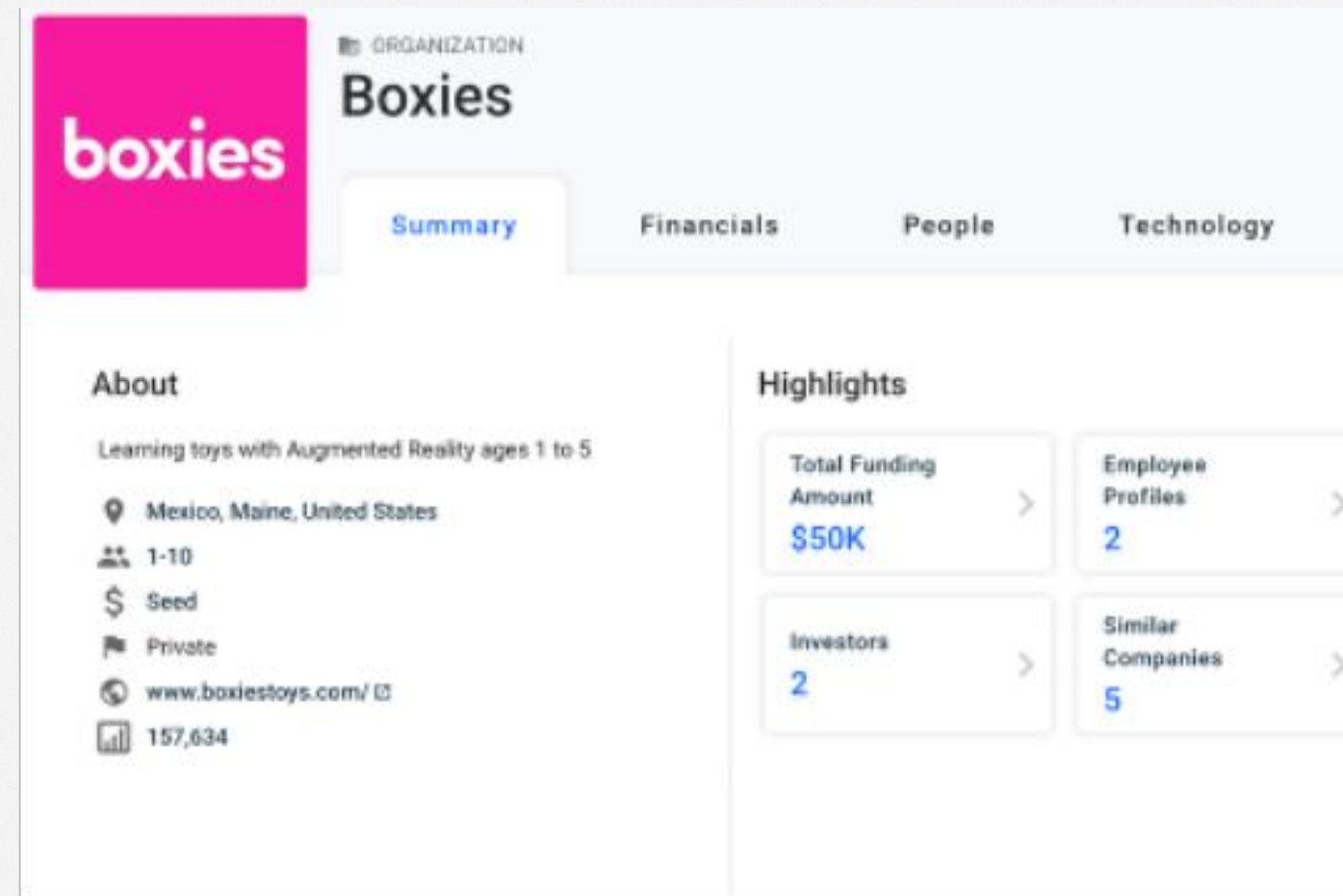
Description:

Boxies Toys Inc. focuses on innovative didactic materials adapted for children aged 0 to 10. Their target audience includes educational entities, schools, universities, parents, and educators.

Portaolio:

- Offers a variety of didactic toys for children of different ages, with options for individual or group use.
- Their products include educational toys, kits for teachers, and a mobile application with Virtual Reality.

Company Data



- It sells through its web platform, WhatsApp, and in physical stores, reaching the Mexican and American markets.

More



- BoxArt: This is a STEAM toy that interacts with applications that display games in Augmented Reality, recreating 3D animations designed by Mexican artisans.

BoxArt helps children develop fine and gross motor skills, as well as cognitive skills.

Links of interest:

- <https://Toysinteractivos.com.mx/es/>
- <https://www.crunchbase.com/organization/boxies>

Sample Final Report

Summary from Social Listening

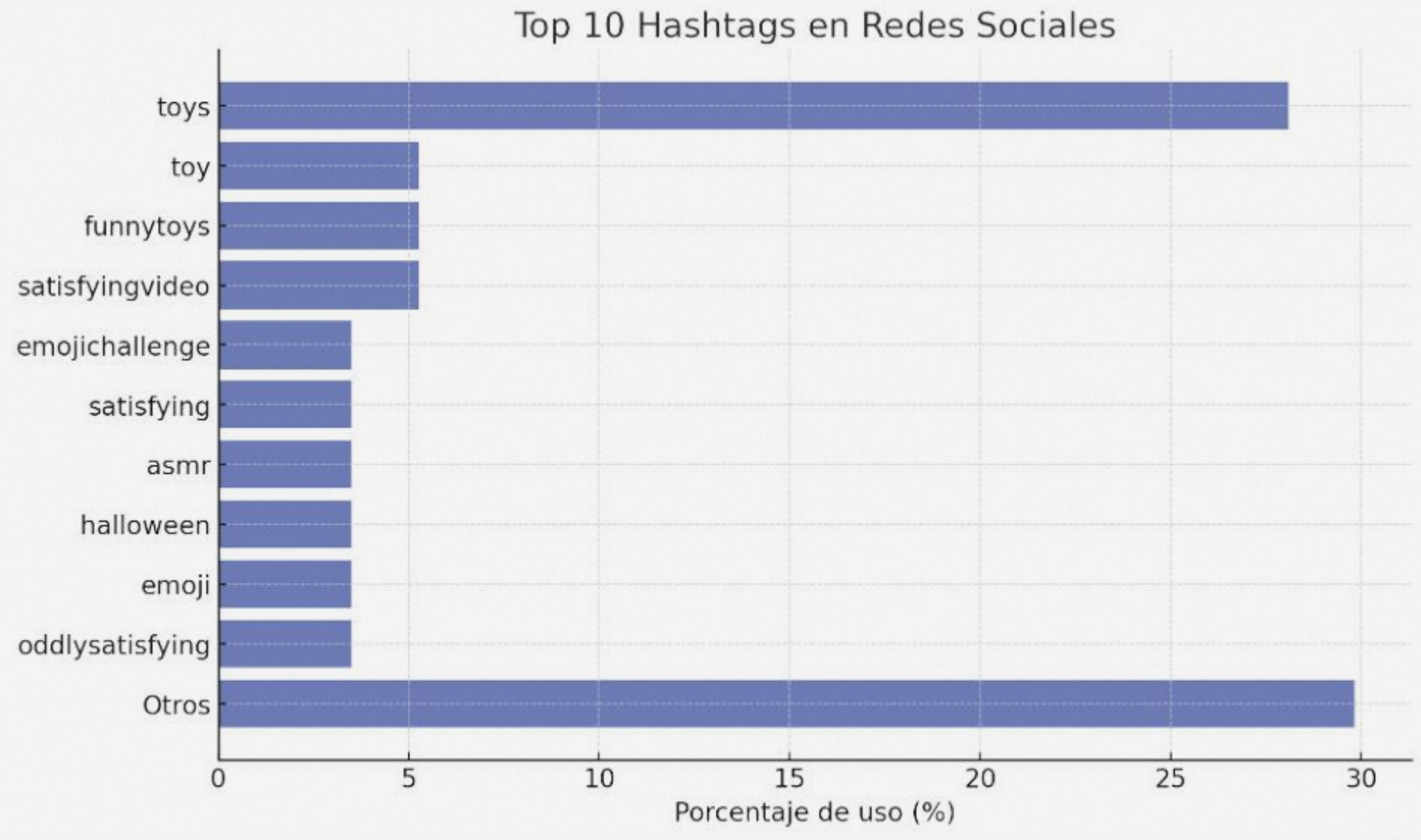
The analysis from In-Sight reveals that several social media platforms are relevant for the toy sector, although not all are used with the same intensity. The most mentioned platforms with the highest activity are:

- **YouTube:** It is used to share informational videos about innovations in the toy industry. Official company videos presenting their innovations are also shared. Finally, there are many videos about unboxing or the initial opening of a toy's packaging.
- **Instagram, Facebook, and TikTok:** Similar to YouTube, there are posts about new products, comments about them, unboxing, and posts from companies promoting new products.

The most relevant themes reflect the key trends of the sector, such as fun, satisfaction, ASMR (tactile sensation), and the emotions generated.

Some of the most recurrent hashtags in the context of toys are:

- **#ToyFun #Toy #Toys #asmr #funnytoys #cooltoys #toysforkids**



Insight

The opportunity is not in showing what the toy does, but in how it makes the viewer feel. The most effective marketing in this sector should focus on creating visually and audibly gratifying content.

Sample Final Report

Concept Visualizations

Eco-Conscious Toys

Concept created by Blaster Design through the use of an Artificial Intelligence tool for "123 Toys"



Heritage-Inspired Toys

Concept created by Blaster Design through the use of an Artificial Intelligence tool for "123 Toys"



Toys and Mobile Applications

Concept created by Blaster Design through the use of an Artificial Intelligence tool for "123 Toys"



Personalized Toys

Concept created by Blaster Design through the use of an Artificial Intelligence tool for "123 Toys"



Research 🔍

For ▼

In-Sight.

Innovation ➤

STRATEGY DIRECTOR

Pedro Sanín
pedro.sanin@blaster.com.co

SERVICE DESIGNER

Alejandro Zapata
azapata@blaster.com.co

For more information contact us: