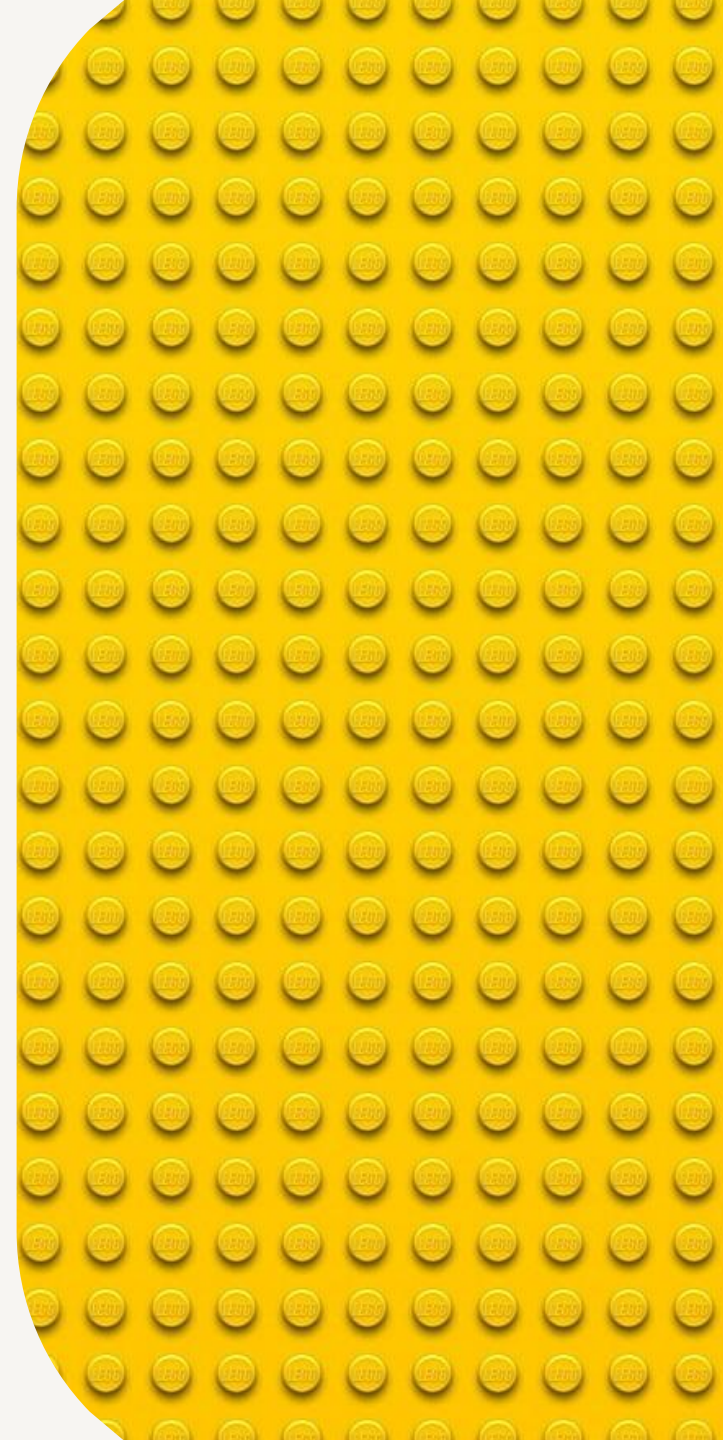


# Lego Product Range Review

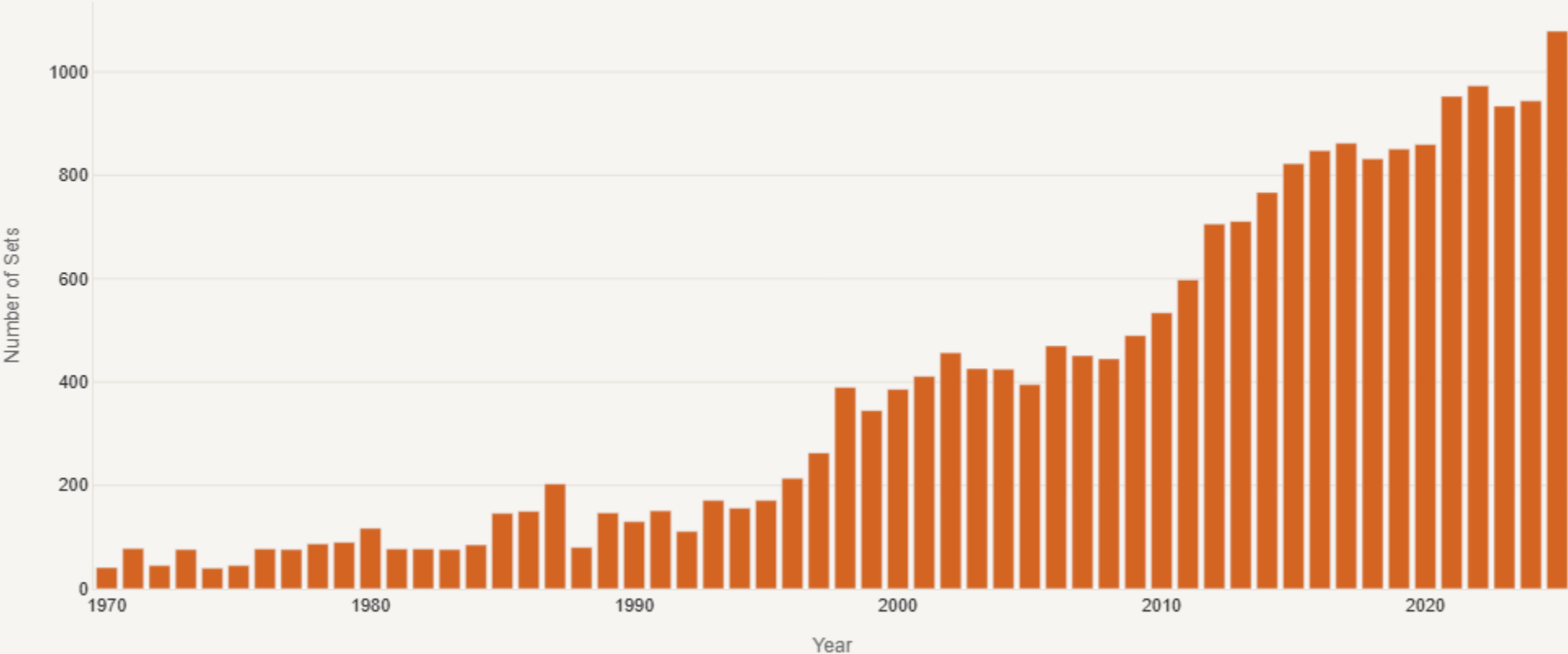


# Sources

- Brickset data from 1970-2025: <https://github.com/jbryer/brickset/tree/main>
  - Set ID
  - Set Names
  - Themes, Categories
  - USD RRP

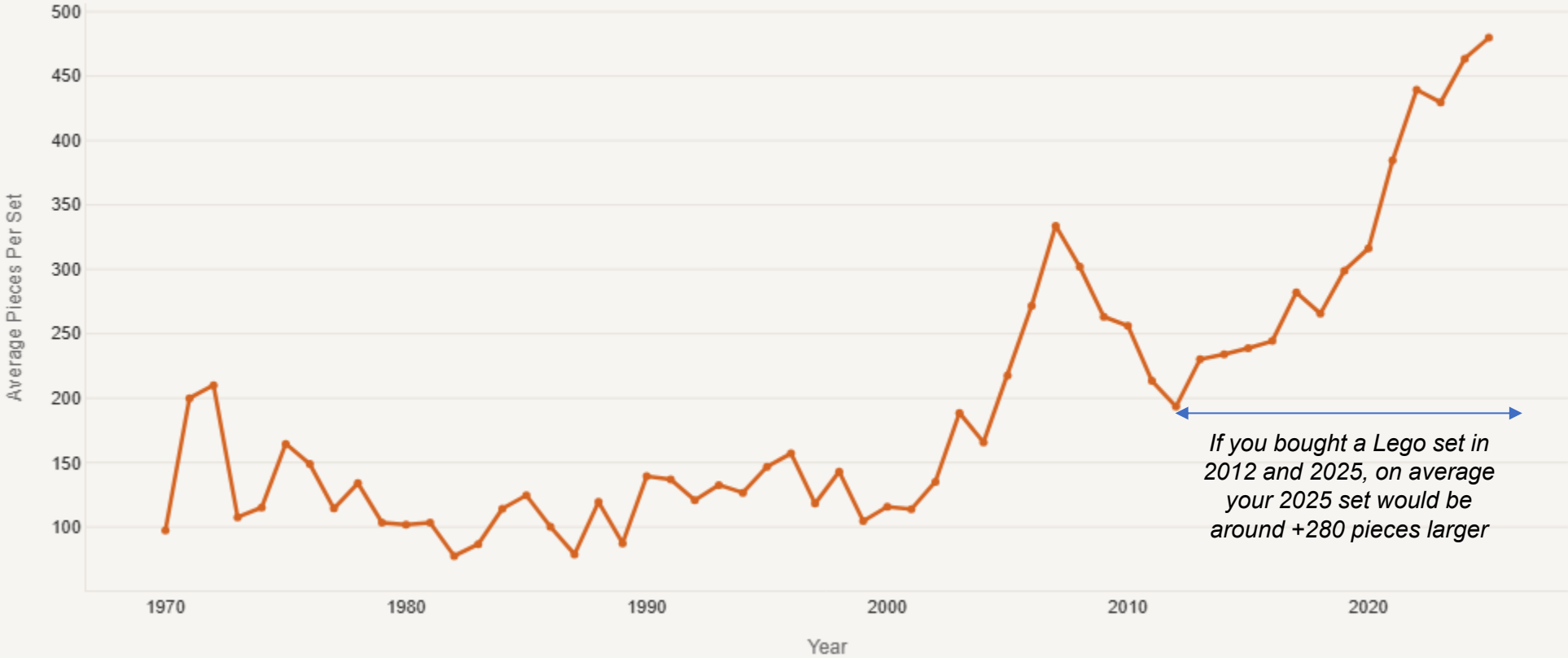
# Over the last 20 years, Lego has boosted the number of sets launched per year

Total Number of Sets Per Year



# Lego is launching more sets, and sets are getting larger

Average Pieces Per Set Per Year



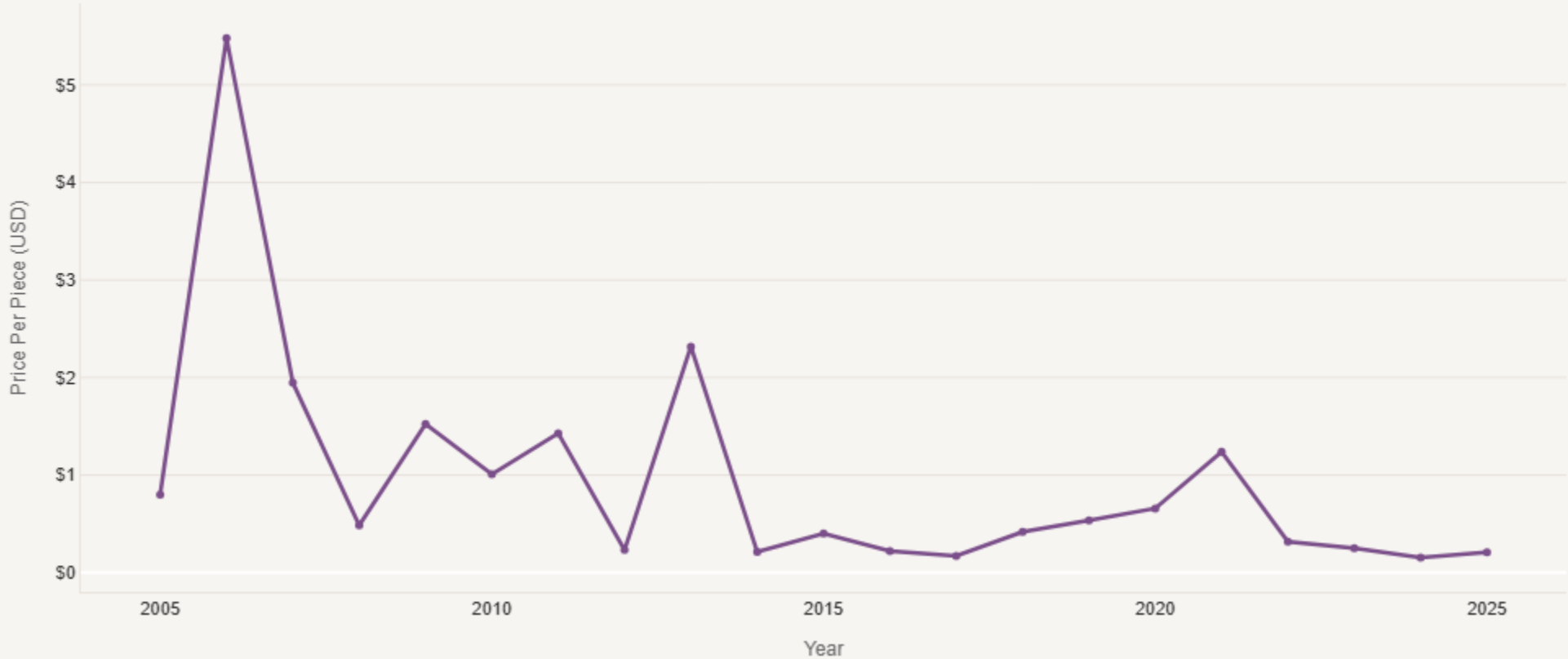
# Per set, prices have been increasing too

Average US Retail Price Per Set Per Year (2005+)



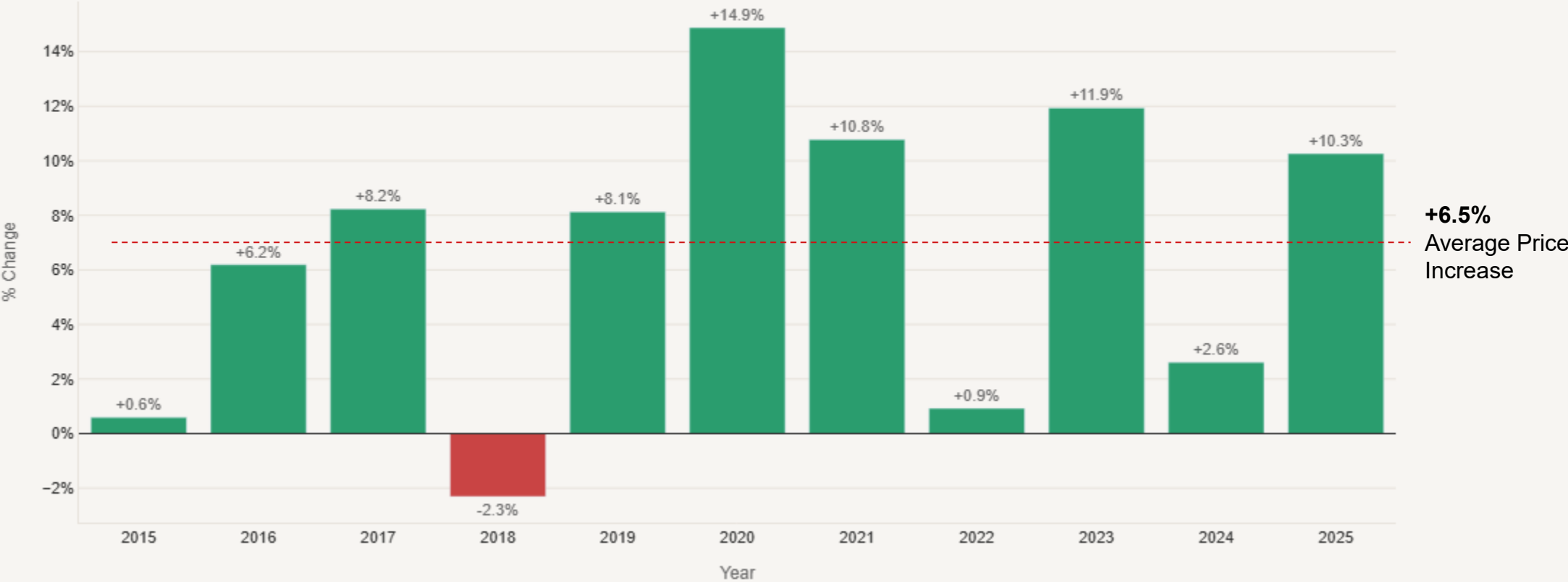
# However, the price per piece has been slowly falling: Lego is giving back more value to the consumer

Average Retail Price Per Piece by Year (2005+)



# Since 2015, the retail price has been increasing by an average of +6%

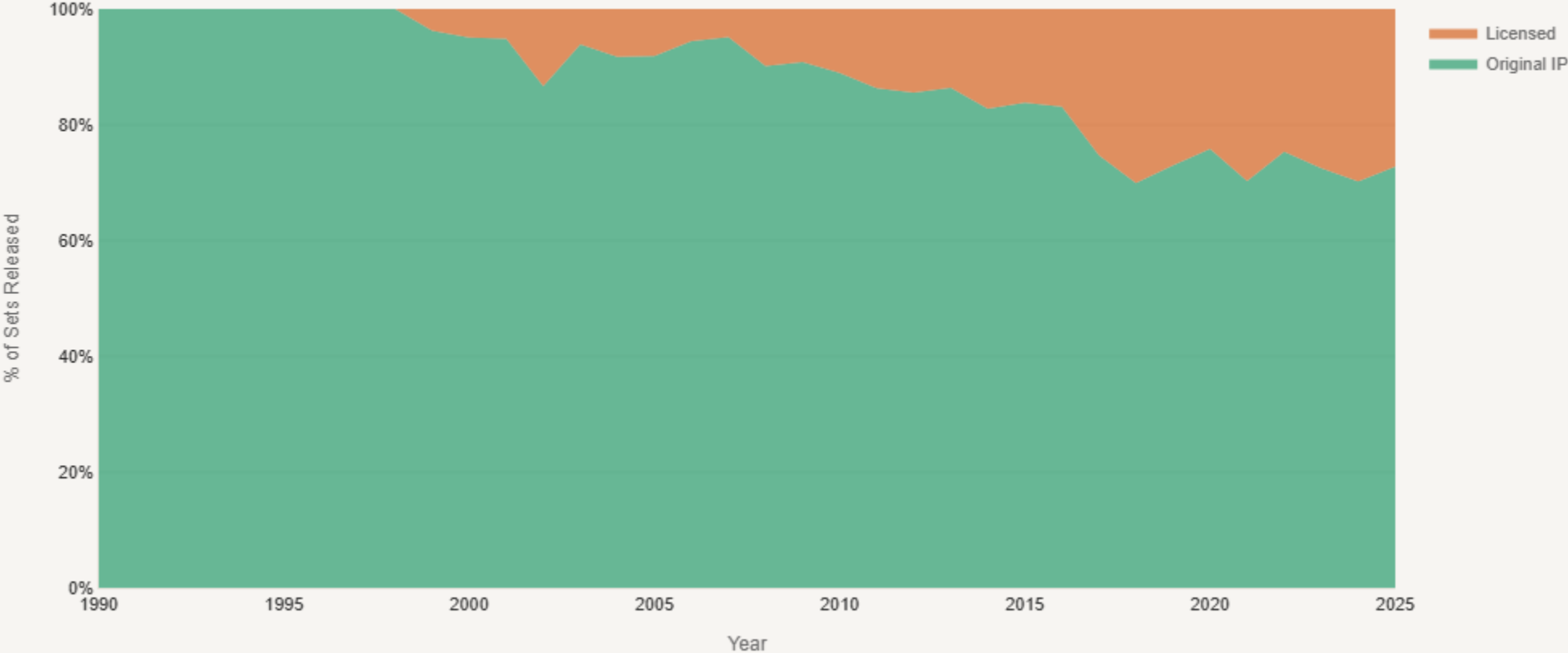
YoY % Change in Average Retail Price Per Set



# Prices are increasing, but Licensed IP now makes up 30% of the Lego range: up from 10% in 2005

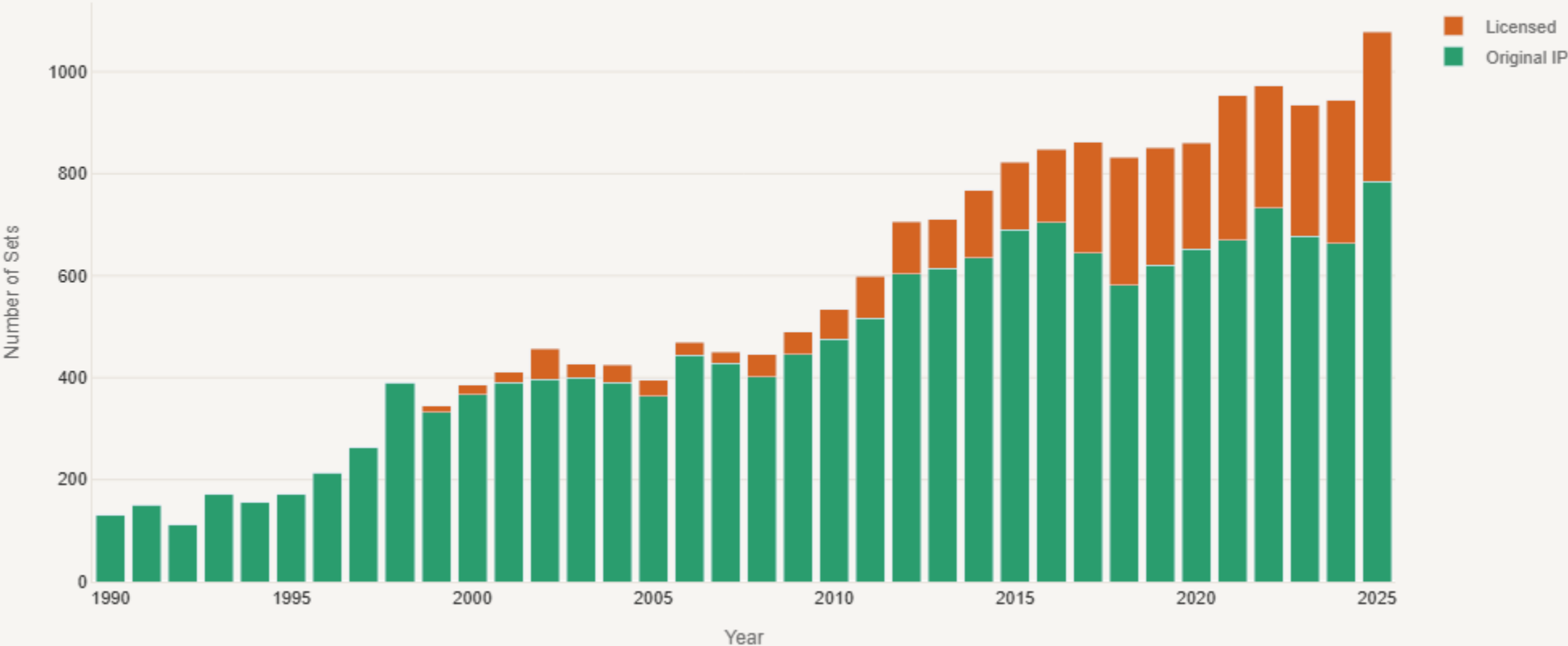
Price increases have been driven by a strategic shift to Licenses and sets for Adults

Licensed Share of Lego Range Over Time



# And Licenses have been a major growth factor for launches

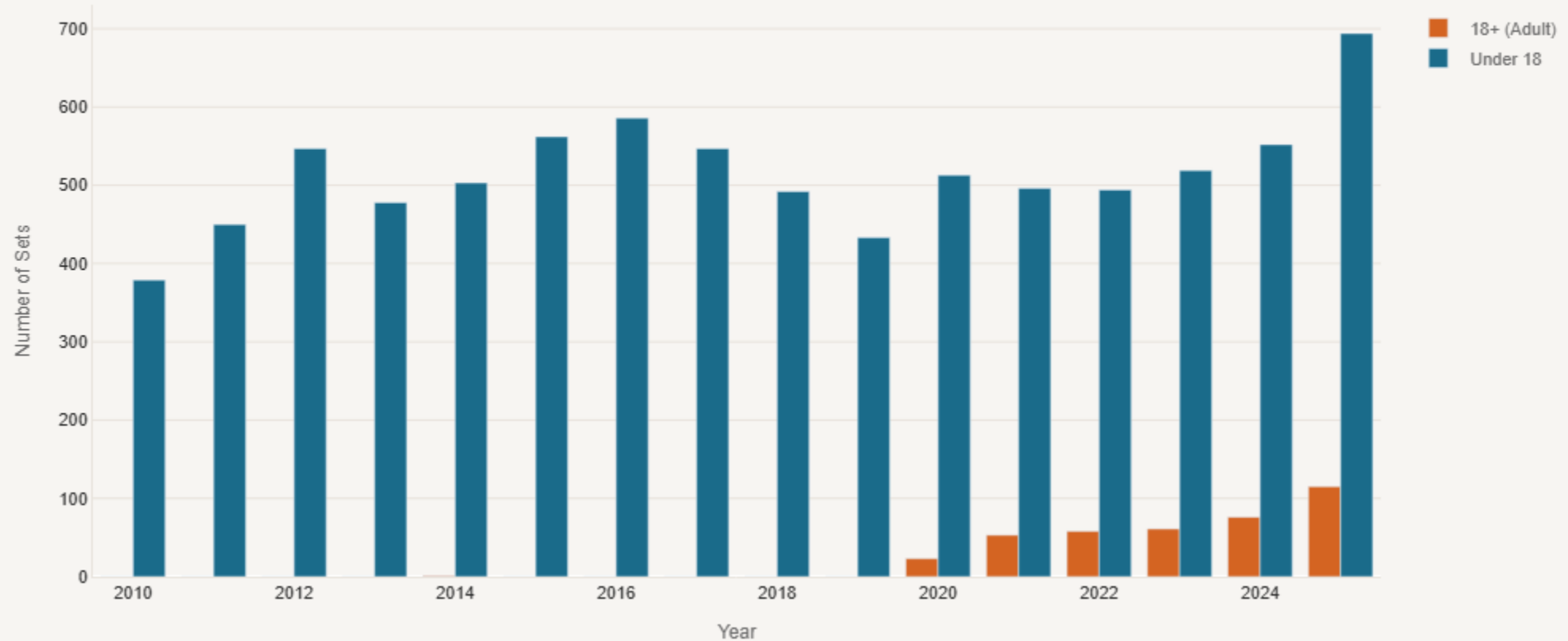
Sets Released Per Year: Licensed vs Original IP



# Additionally, Lego has also been investing in sets tailored to Adults since 2020

Adults have a higher willingness to pay, and this is reflected in the Lego price increases

Number of Sets Per Year by Age Group (2010+)



# Conclusions and Insights

**+6.5%**

Average Price Increase  
Per Year in the last 8  
years

**30%**

% of Total Lego sets that  
are Licensed in 2025

**+280**

The average size  
difference between a  
Lego set in 2012 and  
2025

- 30% of the Lego range now depends on Licensed IP. This has driven growth and premiumised pricing but could be a strategic risk for contract negotiations and margins. Meanwhile, Lego's growth engine has moved from the core range tailored for children to adults.