Hasbro's Global Reach in 2025

11 Feb, 2026

In 2025, Hasbro brands delighted more than 1 billion people worldwide, reaching nearly 1 in every 8 consumers globally. This milestone reflects the breadth of Hasbro's portfolio and the diverse ways fans engage with our brands: across physical and digital play, entertainment, collectibles, merchandise, social communities, user-generated content, and live experiences. From TV series and mobile games to toys, tabletop gaming, and location-based experiences, Hasbro continues to meet fans wherever and however they play.

"This reach puts real context around why we do what we do," said Chris Cocks, Chief Executive Officer of Hasbro. "When we focus on play and partnership, we create joy at global scale. That delight isn't abstract—it's showing up directly in our results and inspiring our teams every day."

This global reach is a direct outcome of our *Playing to Win* strategy, which prioritizes play, partnership, and fan engagement at scale. In 2025 alone, more than 800 million people watched content featuring Hasbro brands, while 600 million consumers expressed their fandom through apparel, décor, school supplies, and other merchandise. These engagement metrics underscore how Hasbro's focus on delight translates into meaningful fan connections and sustained business momentum around the world.

Inspiring a lifetime of play is what animates our teams. And we're just getting started.

