

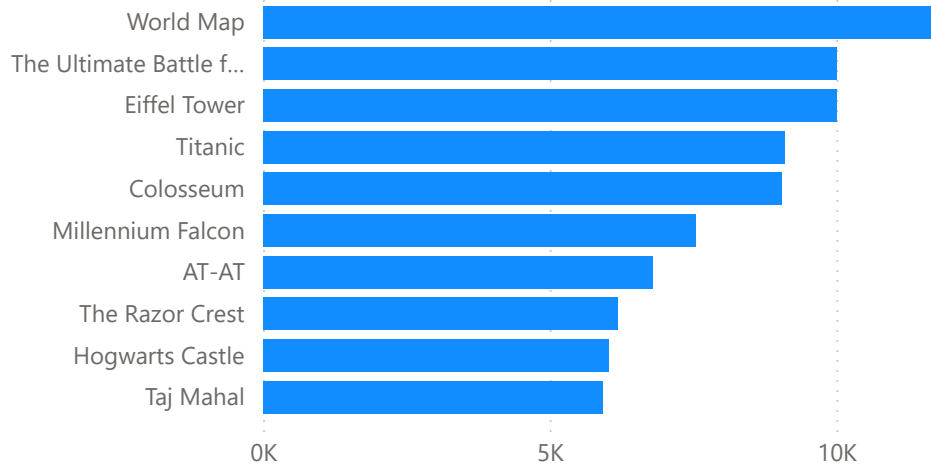


LEGO Sets: What are they about?



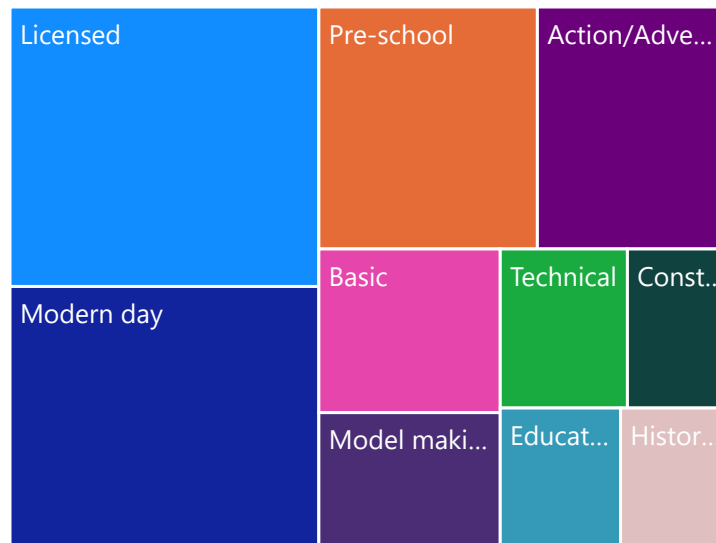
Top 10 biggest LEGO sets

LEGO Set Name

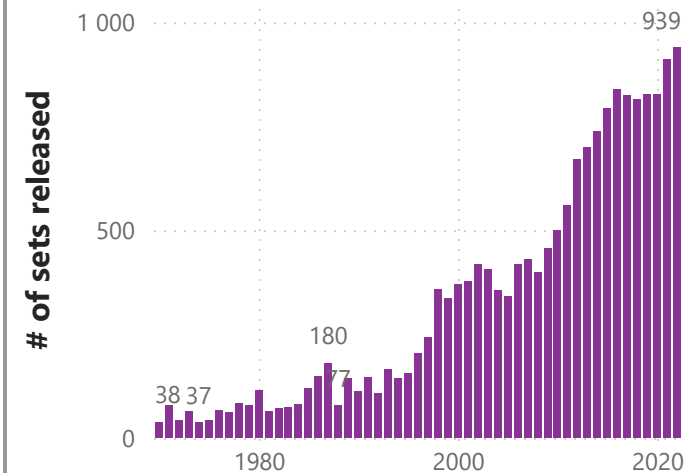


of pieces

Top 10 LEGO Theme Groups



of Sets released each year



Release Year

Key observations:

- The biggest set to date is the World Map set with an astonishing 11 695 pieces.
- The theme groups with the most amount of sets are Licenced (a generic grouping for sets not belonging to a defined set), Modern day, and Preschool.
- The top 2 subgroups historically have been promotional or gift sets from the LEGO Company. These sets were usually included in magazines or as part of a magazine offering.
- In 2022 alone, there were 939 sets released. The most sets ever!
- In recent years, the average number of pieces in a set increased to 459 from 334 in 2007.

Year

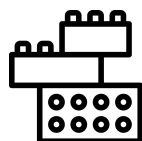
1970

2022

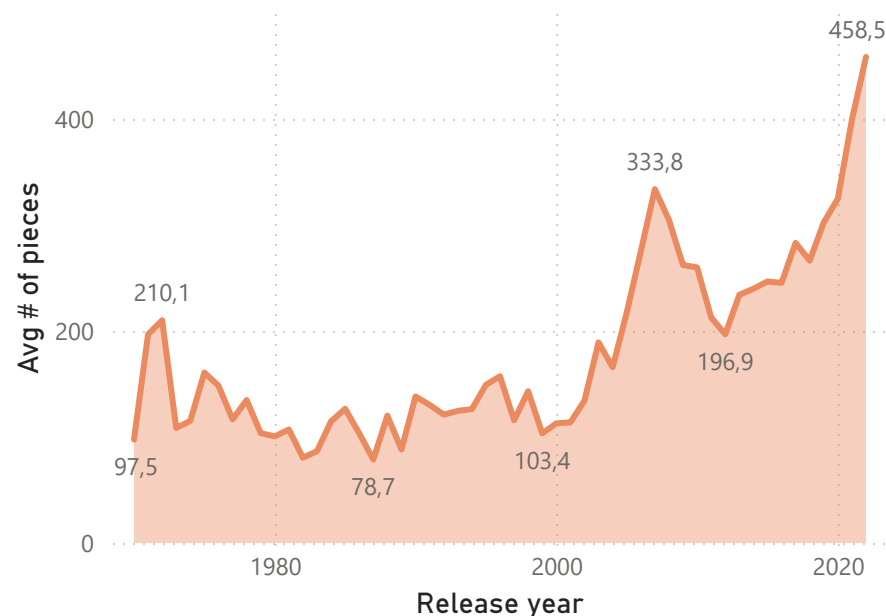
Theme

All

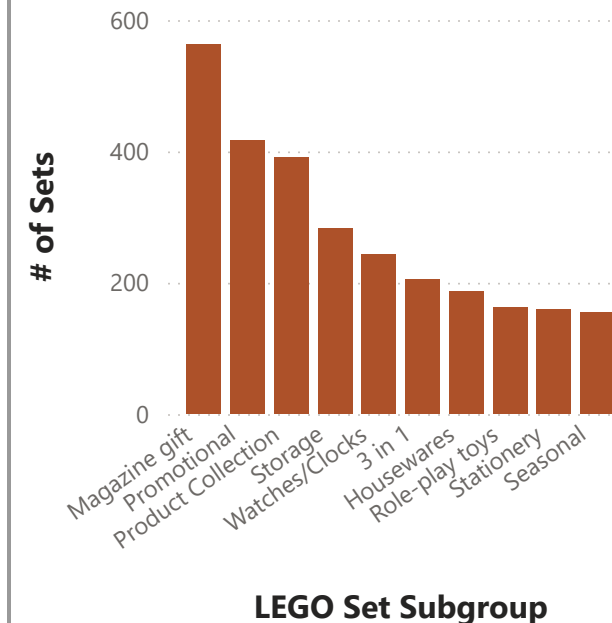
Clear all slicers



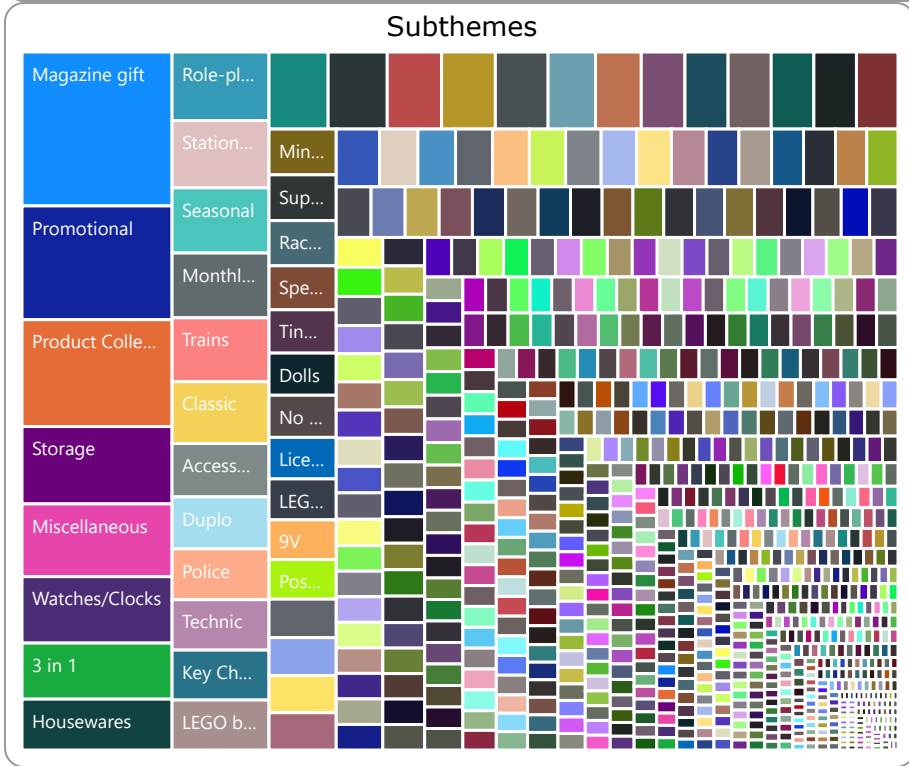
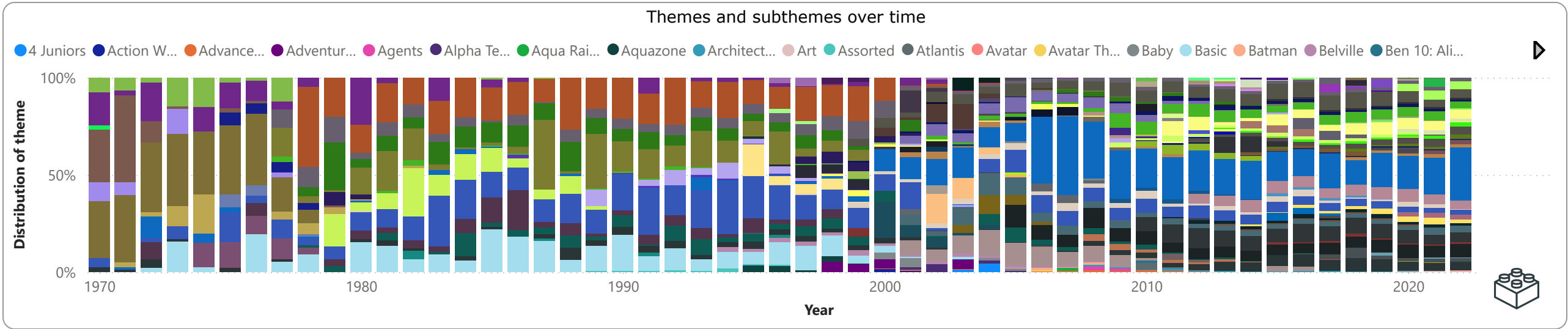
Avg # of pieces each year



Top 10 LEGO Theme Subgroups



LEGO Sets: A drilled down view



Top 5 themes

Theme	Avg # of pieces
Art	4005,58
Ghostbusters	2595,00
The Simpsons	2351,00
Icons	2315,78
Creator Expert	1992,61

Bottom 5 themes

Theme	Avg # of pieces
Primo	11,22
System	8,00
Baby	4,93
Power Functions	2,17
Powered Up	1,50

- Key observations:
- Gear sets have consistently been the most populous sets since the 1970s.
 - The Top 5 themes to date are Art, Ghostbusters, The Simpsons, Icons (sets with iconic infrastructure or flowers from movies and everyday life), and Creator Expert (Rebranded to Icons in 2023, and geared towards adults with themes like buildings, flowers, cars and 3-in-1 sets).
 - The Bottom 5 themes to date are Primo (Sets for babies that include large pieces to avoid choking), System (sets that were mostly promotional, educational themed sets for young children), Baby (sets for babies), Power functions (set accessories that contained battery powered items to make pieces move), and Powered Up (pieces to complement the Power Functions sets).

Year

1970 2022

Theme

All

Themegroup

All

Subtheme

All

Clear all slicers