

The background of the entire image is a red LEGO brick plate with a grid of circular studs. Various other colored LEGO bricks (blue, green, yellow, pink, grey) are scattered around the edges, appearing to float or be attached to the main plate. In the center, there is a red rectangular area containing the LEGO logo.

LEGO®

LEGO is a popular Danish toy company known for its interlocking plastic bricks. The name "LEGO" is derived from the Danish words "leg godt," meaning "play well." These bricks can be assembled and connected in various ways to build structures, vehicles, and other imaginative creations. Over the years, LEGO has expanded its product line to include various themes, licensed sets, and even video games and movies. The company has gained a global fan base, and LEGO bricks have become a symbol of creativity and constructive play for people of all ages.

PRODUCT
HISTORY

PIECES

THEME



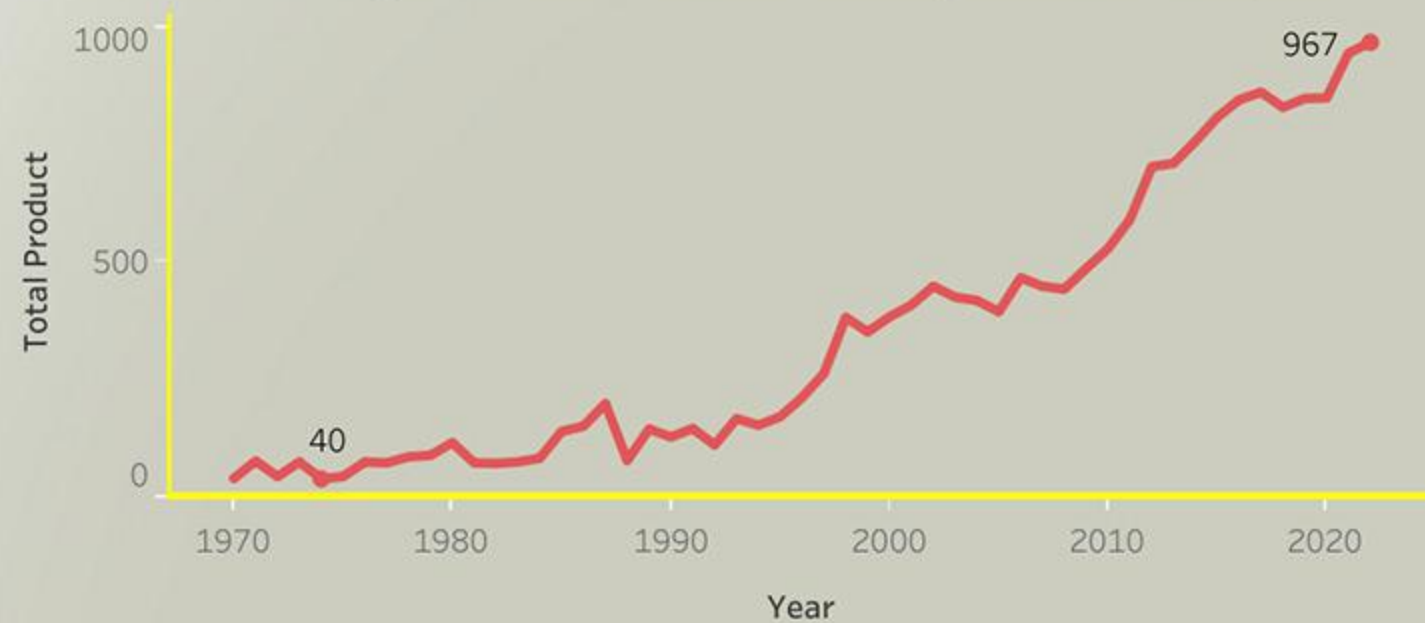
PRODUCT HISTORY

PIECES

THEME

The history of LEGO product development spans over more than five decades.

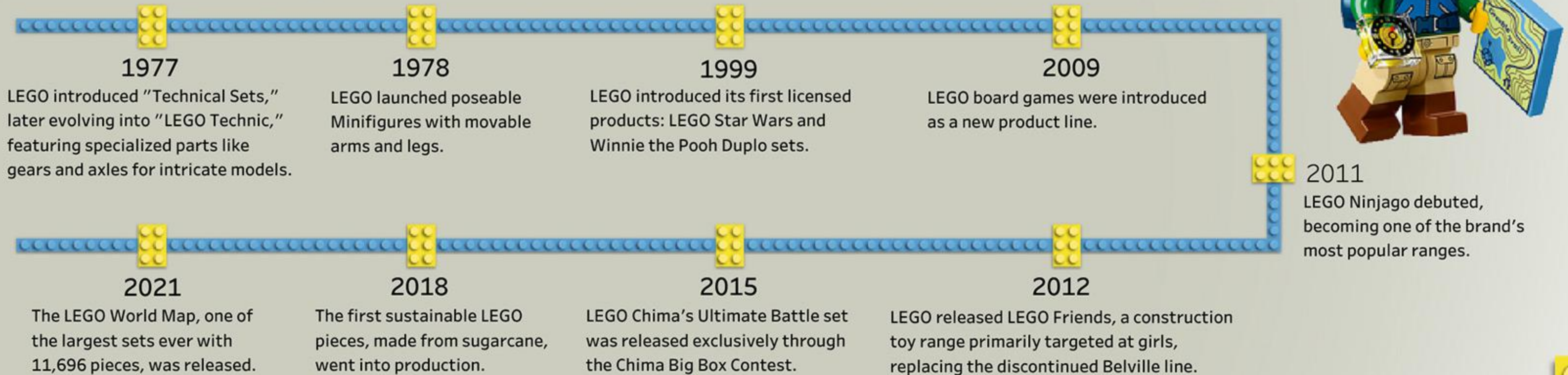
The number of new products tends to consistently increase each year.



For more than 50 years, LEGO has consistently unveiled its latest products annually, a pattern notably depicted in its yearly product history graph. Each passing year highlights LEGO's ongoing efforts to augment the quantity of their latest releases, encompassing a varied range of themes. This strategic approach aims to both broaden their market reach and gratify their dedicated fan base.

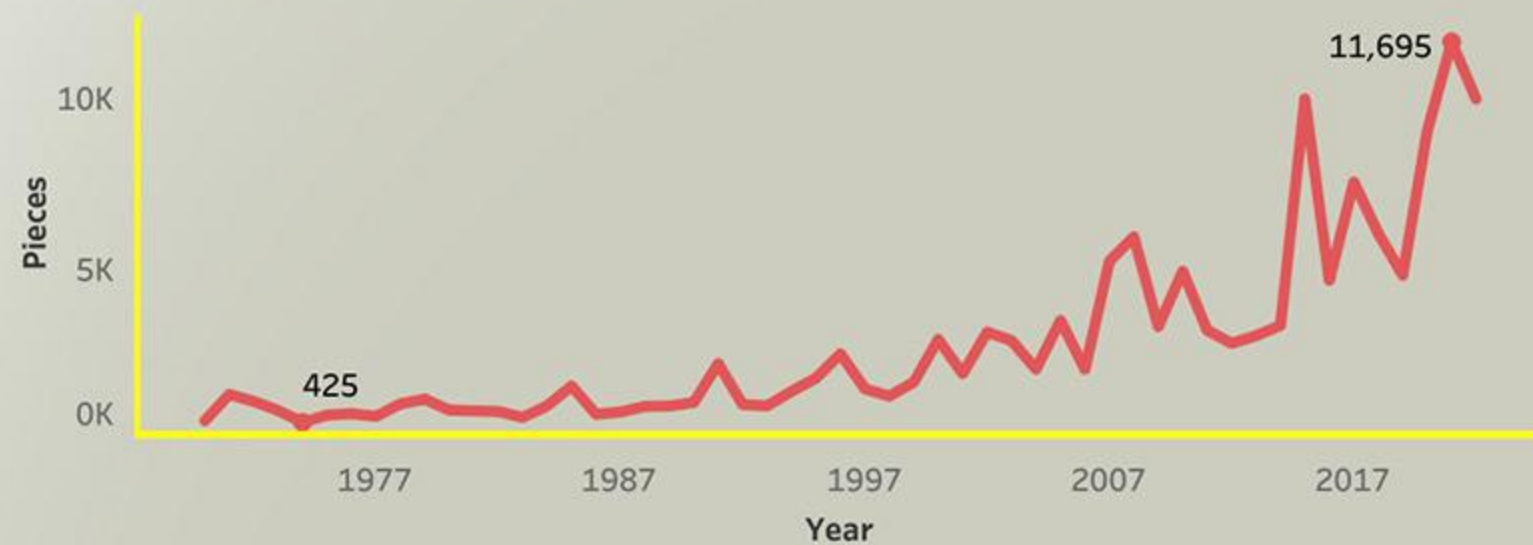
Despite nearly facing bankruptcy in 2004, LEGO successfully recovered and has remained financially stable ever since, solidifying its position as one of the largest toy companies in the world.

At present, an estimated 7 LEGO sets are sold every second, totaling around 220 million sets annually.



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Yearly Highest Piece in a Set



From year to year, LEGO has consistently endeavored to release products with a more significant number of pieces than ever before, particularly from the year 2000 onwards. It can be observed that at least every 3 years, there is always a release with a significant increase in the number of pieces, unlike before the year 2000, which had intervals of around 5 years between such releases.

The highest increase in the number of pieces from sets released each year also shows a significant upward trend when comparing products released in the period from 2000 to 2022. There is an increase of approximately 8,813 pieces from the previous 2,862 pieces (2000), reaching a total of 11,695 pieces (2021).

5 Sets With Highest Number of Pieces

World Map	11,695 (Art, 2021)
The Ultimate Battle for CHIMA	10,004 (Legends of Chima, 2015)
Eiffel Tower	10,001 (Icons, 2022)
Titanic	9,090 (Icons, 2021)
Colosseum	9,036 (Icons, 2020)

After conducting a ranking based on the highest number of pieces in the dataset until 2022, it was found that the set with the most pieces ever released by LEGO is the 'World Map' Set, which was released in 2021 with a total of 11,695 pieces.

From the rankings, it is also revealed that 3 out of the top 5 sets with the highest number of pieces come from the Icon Theme, a series created with the purpose of replicating iconic buildings or objects from history into LEGO structures. Therefore, it is intriguing to anticipate which historical icons LEGO will release next, especially those with a piece count surpassing previously released sets. Given the vast potential of historical icons, there remains excitement for what future LEGO releases may break their previous records.

World Map Sets

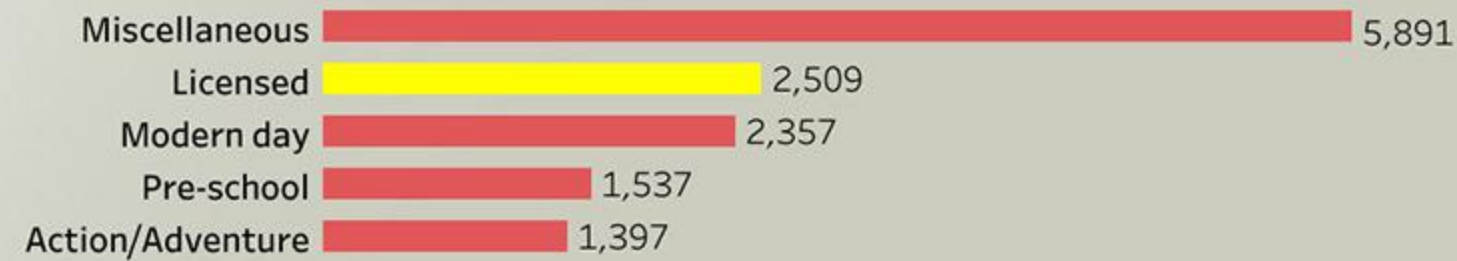
LEGO 31203 World Map was a 11,695 piece LEGO Art set released in 2021. It can make and display 1 of 3 maps. It is a highly customizable set that allows builders to create a unique representation of the world map.

This piece measures over 25.5 in. (65 cm) high and 40.5 in. (104 cm) wide, and offers a challenging Building experience. With varying building times, however, the fastest time ever recorded in The Guinness Book of Records on May 19, 2023, required at least 7 hours, 9 minutes, and 41 seconds to complete the entire set.



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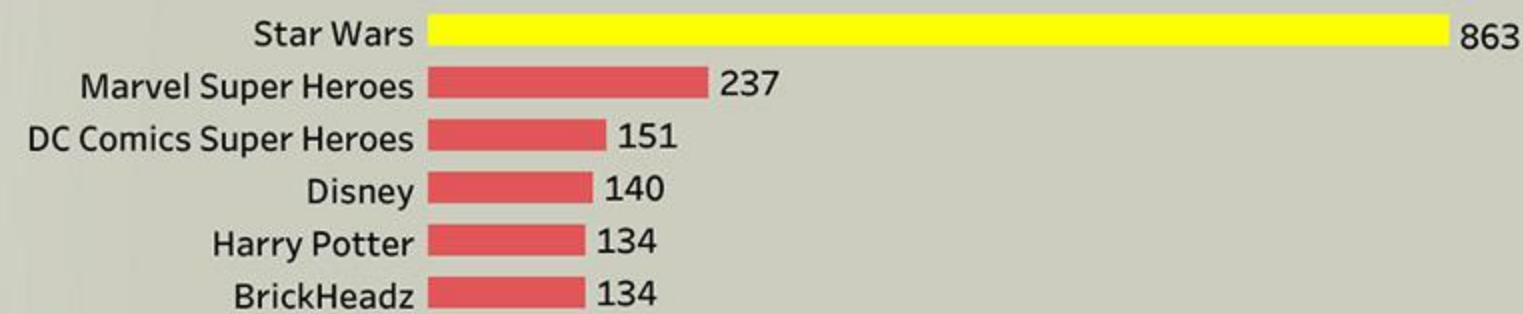
Theme Group With The Most Product



Among all the Theme Groups, there is a notable presence of products with licenses, amounting to a total of 2,891 items. This figure is considered relatively high, particularly when considering that licensed products only began to emerge in 1999. Thus, throughout the release period spanning from 1999 to 2022, LEGO has maintained an average annual release of approximately 126 products.

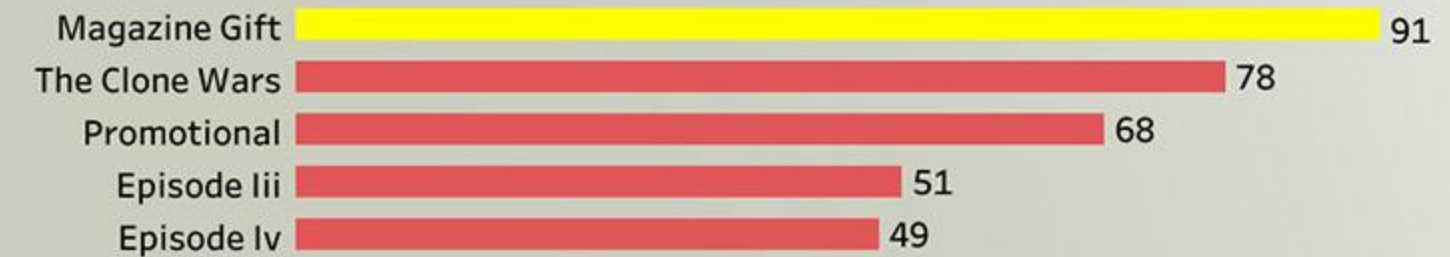
Next, an exploration will be conducted to detail which themes are most prolifically produced by LEGO within the Licensed Theme Group.

Star Wars stands as the licensed theme with the highest number of products.



Products featuring the Star Wars theme can be regarded as a flagship product line for LEGO, particularly within the Licensed Theme Group segment. This is evident from the substantial number of Star Wars-themed products, which significantly exceeds those of other licensed themes.

Star Wars Subtheme With The Most Product



One notable subtheme within Star Wars-themed products, renowned for its wide range of products, is magazine gifts. These gifts serve as bonuses accompanying each purchase of the LEGO Star Wars Magazine, typically featuring Minifigures. The LEGO Star Wars Magazine is a monthly publication containing content such as mini-comics, posters, and information about upcoming LEGO Star Wars-themed releases. The magazine series commenced around mid-2015 and has consistently maintained regular publication to the present day...

The inclusion of bonus minifigures is a strategic method to enhance sales for every magazine line released, including the LEGO Star Wars magazine line. In practice, it is common for individuals to specifically purchase LEGO magazines with the primary intention of acquiring the accompanying minifigures.

