THE LEDE

WHY ADULTS ARE PLAYING WITH TOYS

After decades of depending on customers who had to beg their parents for pocket money—and who would eventually grow up—the toy industry has found a savior in "kid-ults."

By Diego Lasarte

October 3, 2026

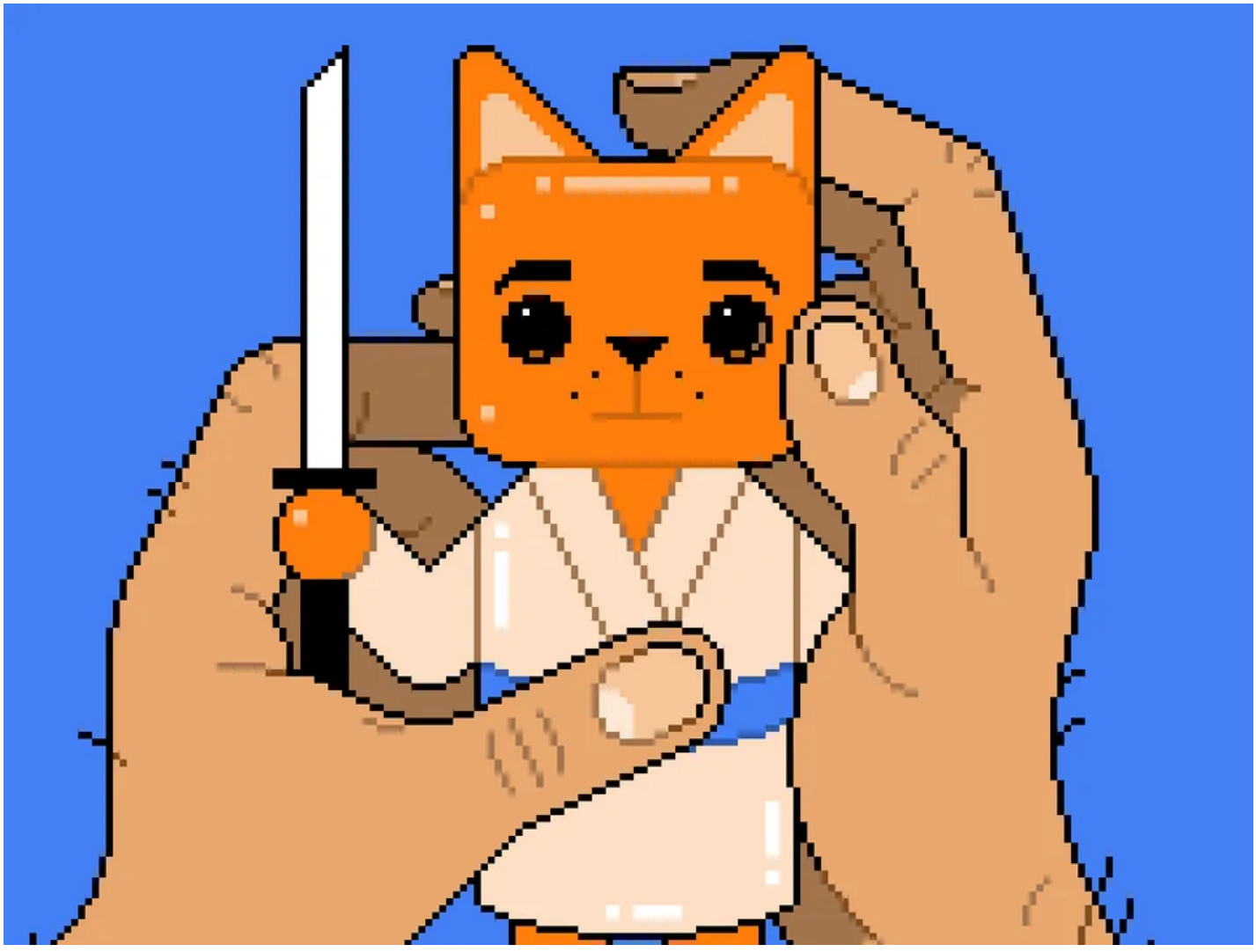




Illustration by Nick Little

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Diego Lasarte is a member of The New Yorker's editorial staff.

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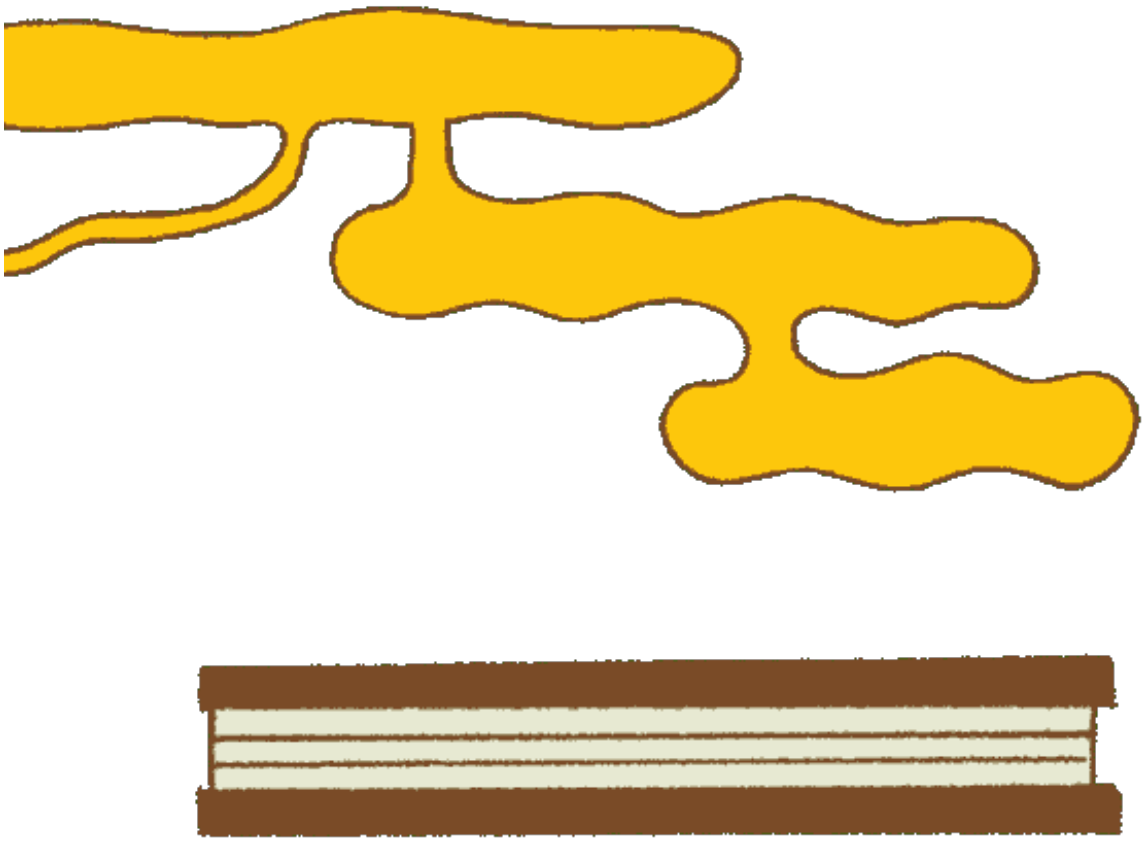
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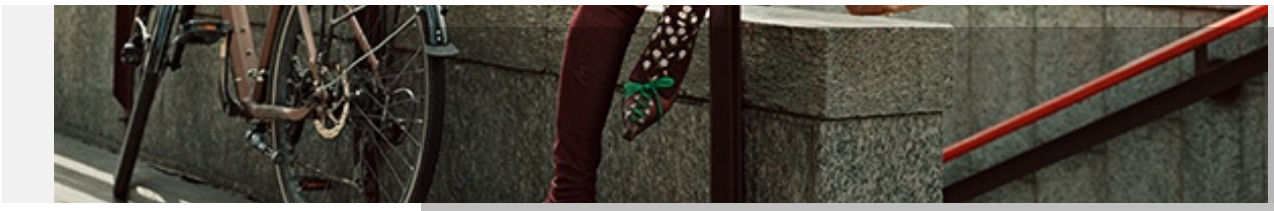
The Sisters Buying Homes Together

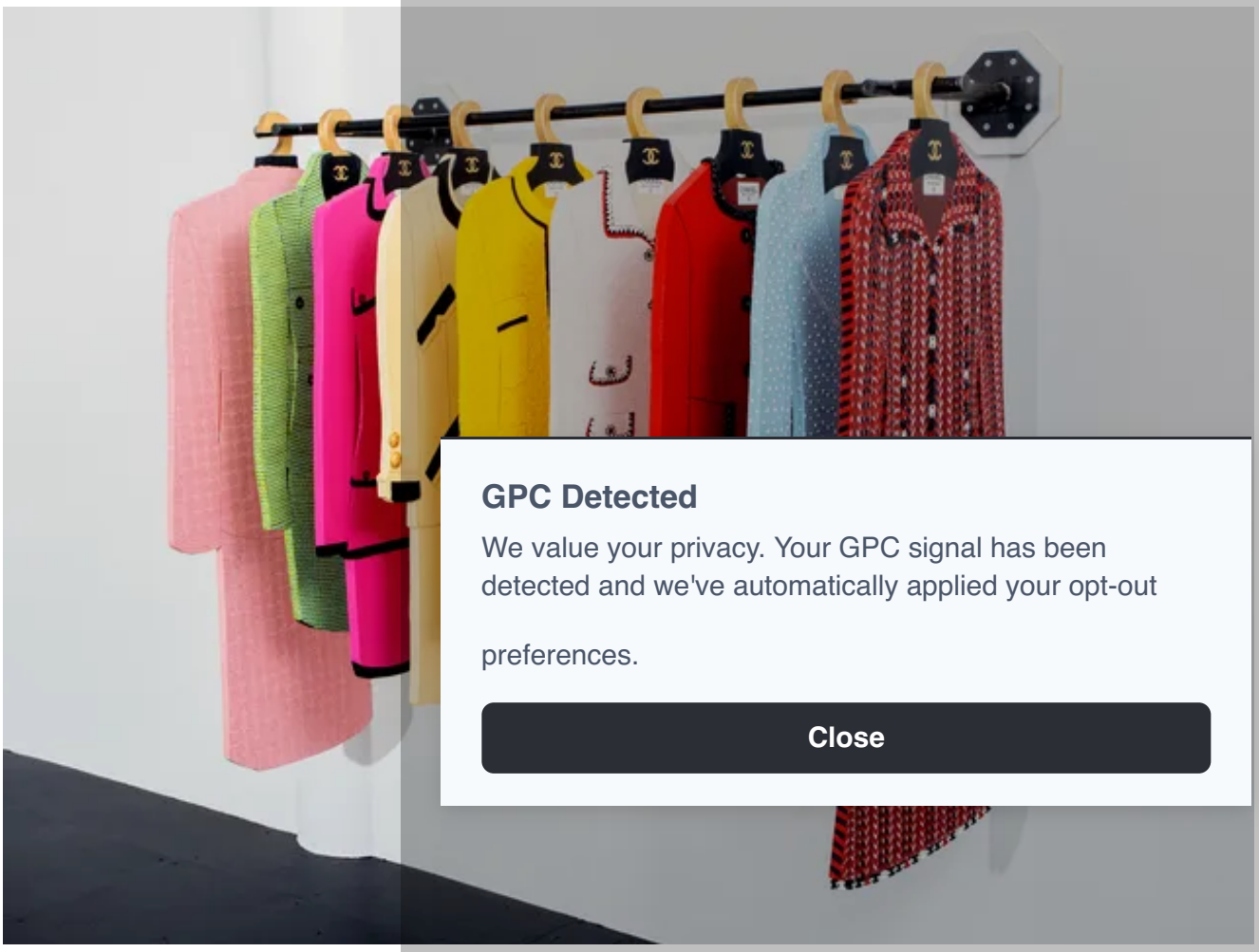
As marriage rates fall and housing prices climb, adult siblings are betting on the family they already have.

By Kelly Marie Coyne

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