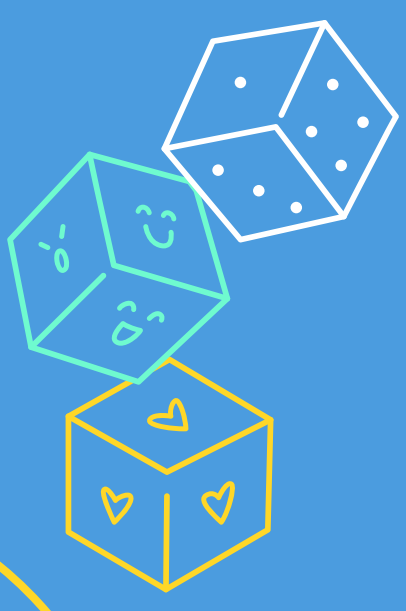
kinder®
VALUE OF PLAY

WORKING WITH THE EXPERTS

Play is the lens through which children discover the world and connect with the people they love. Because life is busy, spontaneous play can sometimes get squeezed out, but it remains the most powerful tool for your child's wellbeing. That's why we've collaborated with child development experts to bring you these 7 easy-to-apply insights.

1 PLAY BUILDS EMOTIONAL STRENGTH & WELLBEING



Play helps children understand their feelings, manage stress, and develop confidence and resilience. Through playful experiences, children learn how to calm themselves, cope with challenges, and feel emotionally secure—especially during stressful times.



PLAYING TOGETHER MATTERS MORE THAN THE TOYS 2

Playing with parents, siblings, grandparents, peers, and friends supports children learning, emotional growth, and social skills far more than toys alone.

SHARED PLAY HELPS CHILDREN LEARN 3



When adults actively join children's play—listening, responding, and building on their ideas—children's thinking skills and learning grow. These shared moments help children explore ideas, solve problems, and deepen understanding.

4 PARENT'S PLAYFULNESS IS CONTAGIOUS

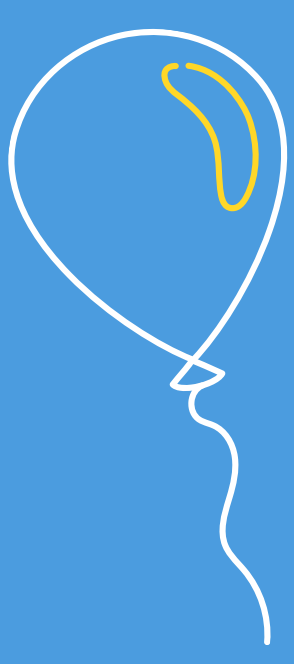
When parents bring imagination, humour, and curiosity into play, children become more playful too, boosting learning and making it feel joyful and engaging.



5 SHARED PLAY STRENGTHENS FAMILY CONNECTION

Shared play experiences create moments of closeness and trust. Playing together helps parents and children feel more connected, strengthening affection and supporting healthy family relationships.





6 FREE, CHILD-LED PLAY BUILDS INDEPENDENCE

Play that is free, without rules or structures and that is led by the child, gives children space to make choices, explore freely, and regulate their emotions and behaviour. These experiences support independence, self-control, and emotional development.

7 PRETEND PLAY SUPPORTS LANGUAGE AND SOCIAL SKILLS

When children engage in pretend and imaginative play, they step into other people's shoes—learning to understand feelings, express themselves, and communicate and interact positively with others.



Acknowledgement
The research underpinning this poster is informed by findings from the Power of Play (PoP) study:

Ang, L., O'Neill, S., Rogers, S., Ko, S. Y. (J)., & Fox, K. (2025). The Power of Play (PoP) Study: Understanding the Role and Value of Play in Supporting Early Learning and Development. Final Report. London: UCL Institute of Education.