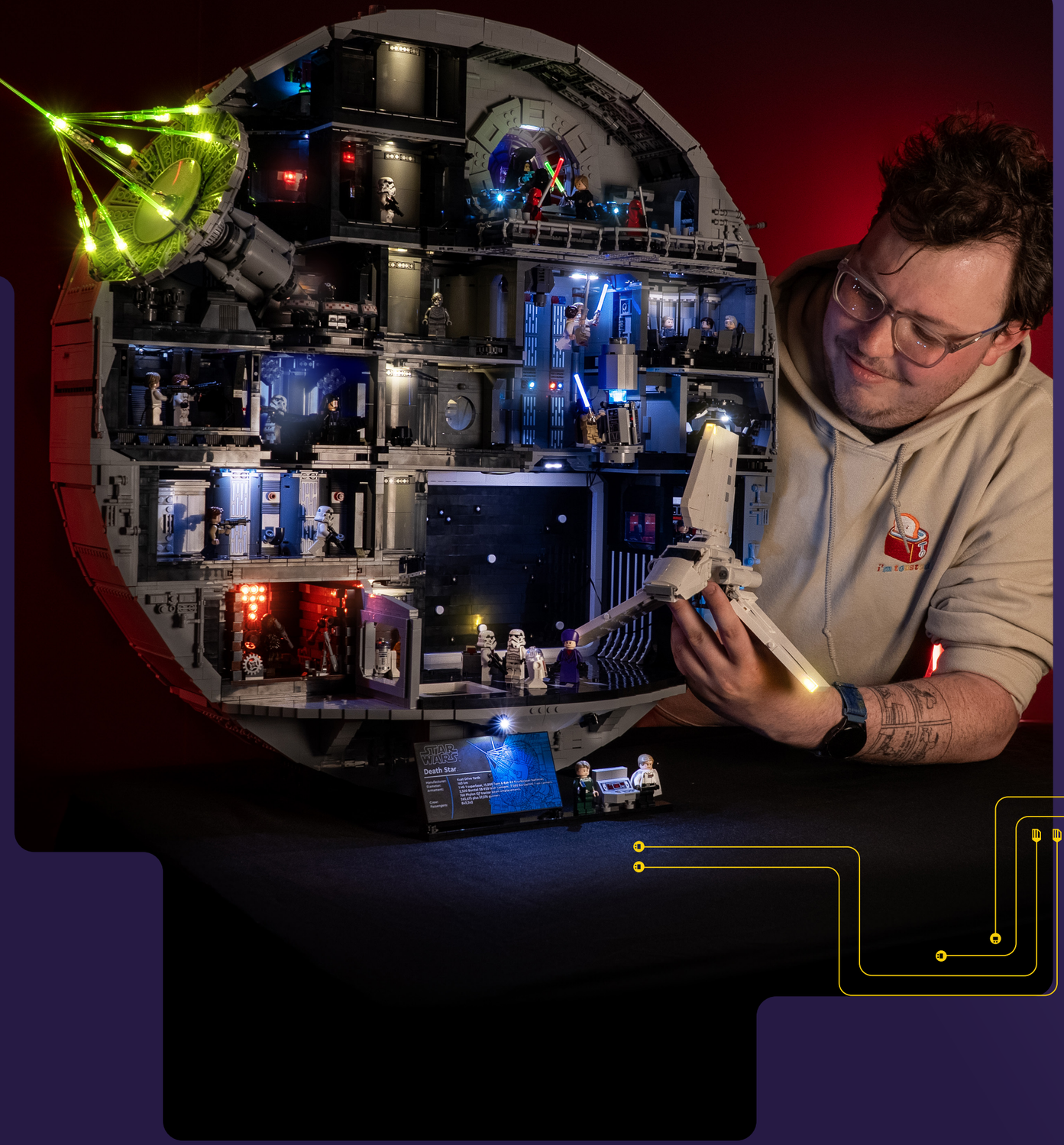
ART OF LEGO® DISPLAY 2026

A global study of how adult fans build, collect, display and light their LEGO® creations.

Based on a survey of 1,734 higher-spending LEGO® fans.

Publication date:



LIGHT MY BRICKS

The last piece isn’t always the end of the build.

For many adult LEGO® fans, it’s the moment a new part of the journey begins.





ABOUT THIS STUDY

This report explores how adult LEGO® fans build, collect, display and light their creations.

The findings are based on a global survey of **1,734 respondents** who had spent at least **US$1,000 on LEGO® in the previous 2 years** to ensure insights were drawn from a committed LEGO® audience.

The research looked at the role LEGO® plays in people's lives, the themes they collect, how they display their builds and what they want from LEGO® lighting.

The results should be read as directional insights from this surveyed audience, rather than representative findings for every LEGO® buyer or builder worldwide.

Research detail	Description
Sample	1,734 respondents
Audience	People who spent at least US$1,000 on LEGO® in the past 2 years
Markets	United States, Germany, the Netherlands, France and Belgium
Fieldwork	June 2026
Question types	Single-select and multi-select questions. Where respondents could select more than one answer, percentages will not add to 100%.

THE CHANGING WORLD OF ADULT LEGO®

For many builders, adding the final LEGO® piece isn't the end of the experience. It's the start of something new.

LEGO® gives people a way to switch off, get creative and build something worth showing off. It might start with a favourite film, a dream car for the display cabinet or a detailed scene that slowly takes over an entire room.

It's also a hobby that inspires real commitment. In our survey, 28.7% of builders had spent more than US$5,000 on LEGO® sets in the past 2 years.[1] That level of investment reflects the passion fans bring to the themes, stories and builds they choose to collect.

This is a community that sees more in a build than the instructions in the box. When the final pieces click into place, the next part of the journey begins. Where will it live? Which details deserve to be seen? And how can it become part of a display that feels completely yours?

A display cabinet is just the starting point. Custom modifications, lighting and remote-controlled effects give builders even more ways to make a favourite build their own. The details you spent hours building should not disappear on the shelf. Lighting helps reveal interiors, architecture, moving parts and the small moments that make a build worth displaying.

This is where the display comes to life. It's not about adding light for the sake of it. It's about transforming the build, its story and the details behind it to something worth admiring.

[1] For Q6: "Roughly how much have you spent on LEGO in the last 2 years?" n=1,734 498 respondents reported spending US$5,000 or more.





THE ADULT LEGO COLLECTOR

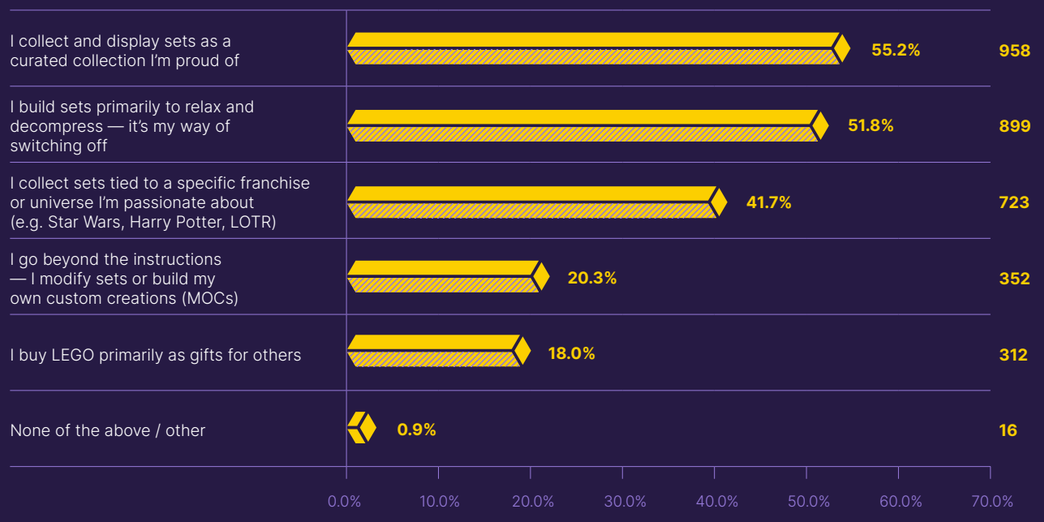
There is no single type of adult LEGO® collector.

Some collect the worlds they grew up with, from the Millennium Falcon and Hogwarts Castle to Middle-earth from The Lord of the Rings™. Some chase the next technical challenge, whether that's recreating the curves of a supercar, engineering a moving mechanism or building an entire city block. Others create collections that reflect their taste and the things they care about most, from architecture and art to the stories, characters and places they never want to leave behind.

Adult collectors come to LEGO® for different reasons. But the strongest collections have one thing in common: they are built to be enjoyed long after the final piece clicks into place.

More than half of surveyed fans said they collect and display sets as a curated collection they are proud of. Just over half said they build to relax and decompress. A further 42% collect sets tied to a specific franchise or universe they are passionate about.[2]

HOW FANS APPROACH THE HOBBY



For many, the collection becomes part of the home. Nearly 40% have dedicated shelving or display cabinets, while 35% have a dedicated room or large area specifically for their LEGO® collection.[3] These are not builds that disappear into storage once they are complete.

The finished build is a reflection of the time, focus and imagination that went into it. And lighting gives collectors another way to showcase that work. It draws the eye to the details, creates atmosphere and helps a favourite build take its place in the collection.

[2] LMB Global Adult LEGO® Survey 2026. Q7: "Which of the following best describes how you approach your LEGO hobby?" n=1,734.
[3] LMB Global Adult LEGO® Survey 2026. Q9: "How would you describe your LEGO display setup at home?" n=1,734



LEGO® AS A MINDFULNESS ACTIVITY

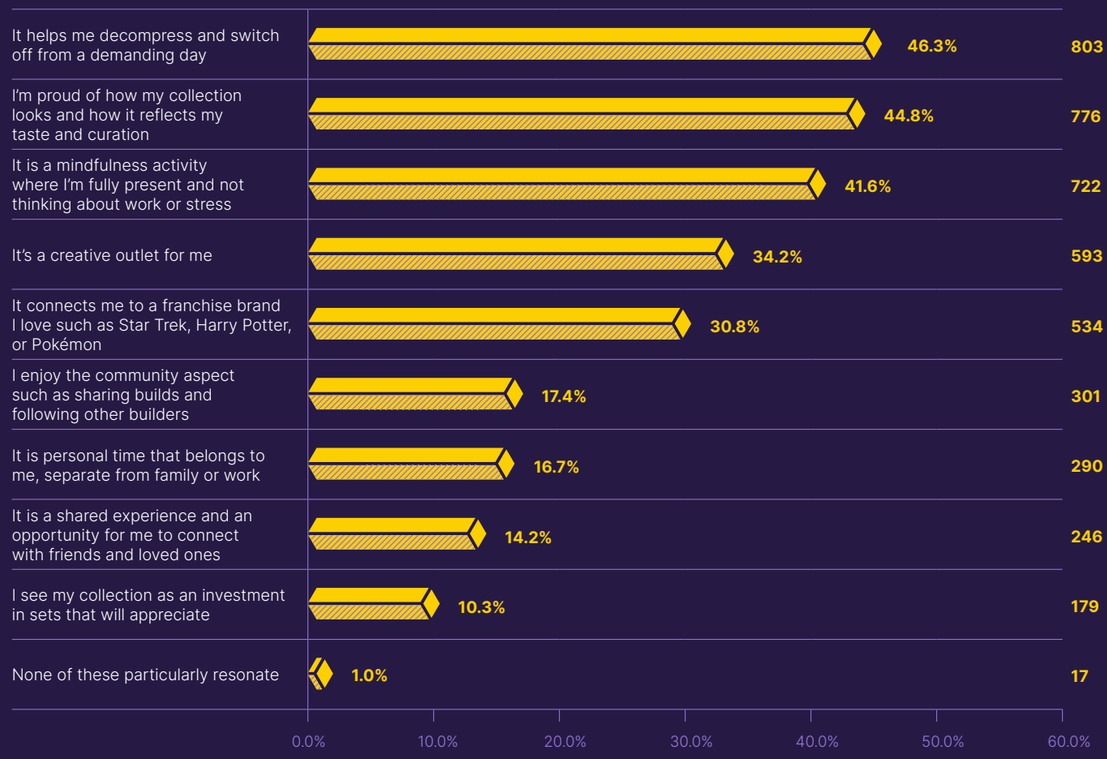
Building LEGO® creates a rare pause in a busy day. Sorting pieces, following the next step in the build, and solving the small challenges along the way creates space to focus, and get lost in the build.

Nearly half of surveyed fans said LEGO® helps them switch off after a demanding day. A further 34% see it as a creative outlet, while 17% value it as personal time that belongs to them.[4]

Among respondents earning US$120,000 or more, 85% selected at least 1 of 3 motivations: LEGO® helps them decompress, gives them personal time or lets them be fully present and switch off from work and stress.[5]

That sense of focus does not have to end when the build is complete. Illuminating a set gives builders a new way to revisit a creation they enjoyed making. The right glow can reveal details that can disappear in everyday room lighting. It can change the mood of a room and make the finished build feel just as rewarding to look at as it was to create.

LEGO® AS A MINDFULNESS ACTIVITY



[4] LMB Global Adult LEGO® Survey 2026. Q19: "When it comes to your LEGO hobby, which of the following statements resonate with you personally?" n=1,734

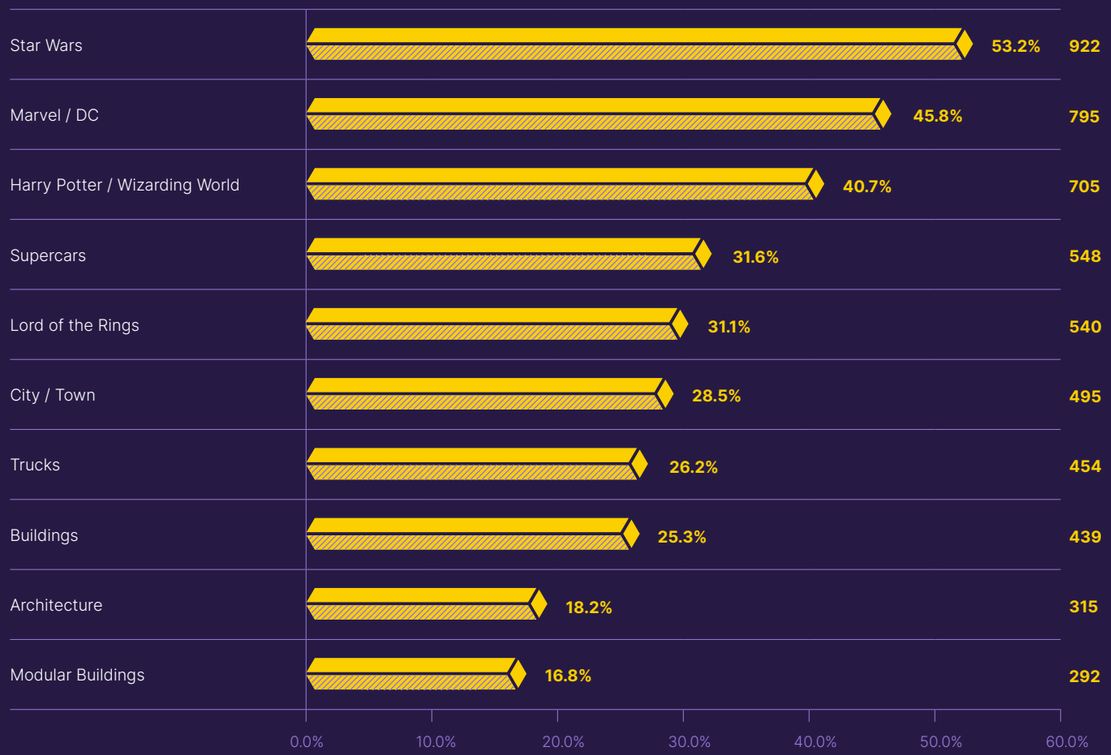
[5] LMB Global Adult LEGO® Survey 2026 Q4: "What is your approximate annual personal income before tax in USD?" filtered to those who answered $120k+, n=356, Q19: "When it comes to your LEGO hobby, which of the following statements resonate with you personally?" filtered to only those who selected "It is personal time that belongs to me, separate from family or work", "It is a mindfulness activity where I'm fully present and not thinking about work or stress", or "It helps me decompress and switch off from a demanding day".

THE TOP LEGO® THEMES AND WHY THEY MATTER

The themes builders collect reveal the worlds they want to keep close.

For some builders, that world is a galaxy far, far away. For others, it's the magic of Hogwarts, the excitement of a favourite superhero universe or the precision and design of a beautifully recreated vehicle. These themes represent the nostalgic stories, characters, places and memories that builders already know by heart.

THE TOP LEGO® THEMES AND WHY THEY MATTER



[6] Source: LMB Global Adult LEGO® Survey 2026. Q11: "Have you ever added lighting to a LEGO set?" Filtered sample: n=1,734 respondents who had spent at least US$1,000 on LEGO® in the previous 2 years. 1,426 respondents (82.2%) answered either "Yes, I currently have lighting on one or more of my sets" or "I have tried it in the past but don't currently use lighting."

STAR WARS LEADS THE WAY

Star Wars is the most collected theme in the research, selected by 53% of respondents. It offers endless opportunities for display, from the Millennium Falcon and Mos Eisley to the Death Star and detailed spacecraft interiors.

The right lighting can reveal the atmosphere already built into the scene. A cockpit glow. Engine light at the rear of a starship. A hangar or interior that suddenly has depth after dark.

MARVEL, DC AND HARRY POTTER BRING FAMILIAR WORLDS TO LIFE

Marvel and DC were collected by 46% of respondents, while Harry Potter and Wizarding World were selected by 41%.

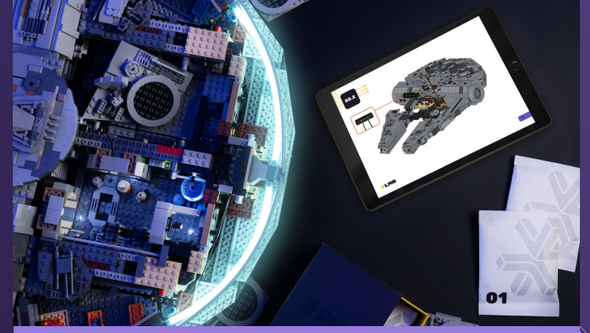
These themes are rich in recognisable details. A glowing Bat-Signal, the warm light of a Hogwarts window or the dramatic lighting of a superhero scene can add another layer to a build that already has a strong visual story.

SUPERCARS, LORD OF THE RINGS AND REAL-WORLD BUILDS

Supercars were collected by 32%, with Lord of the Rings close behind at 31%. City and Town, trucks, buildings, architecture and modular buildings also featured strongly.

These builds show that adult LEGO® collecting is not only about fictional worlds. Builders are drawn to engineering, design, architecture, realism and the challenge of recreating something recognisable in LEGO® pieces.

For a large-scale build like Minas Tirith, lighting can bring out the scale of the architecture, the warmth of the interiors and the hundreds of small windows that disappear in everyday room lighting.



LIGHTING WITH INTENTION

82% of surveyed LEGO® fans have tried lighting a build.[6] Their reasons go beyond adding brightness. Lighting can:

Reveal detail: Highlight interiors, architecture and small features that may be missed in everyday room lighting.

Create atmosphere: Use warmth, colour and flickering effects to change the mood of a display.

Add depth: Help separate layers, levels and sections within a larger build.

Strengthen authenticity: Match the visual language of the film, franchise or real-world reference behind the set.

Make the display more immersive: Turn a completed build into a scene that feels alive and connected to its story.

Keep the build in focus: Well-designed lighting supports the craftsmanship rather than overpowering it.

At Light My Bricks, we design lighting around the world behind the build. The goal is not simply to make a set brighter, but to help builders see more of what they created and experience it in a new way.

"The best lighting doesn't just make a build brighter. It helps bring out the story that made you want to build it in the first place."

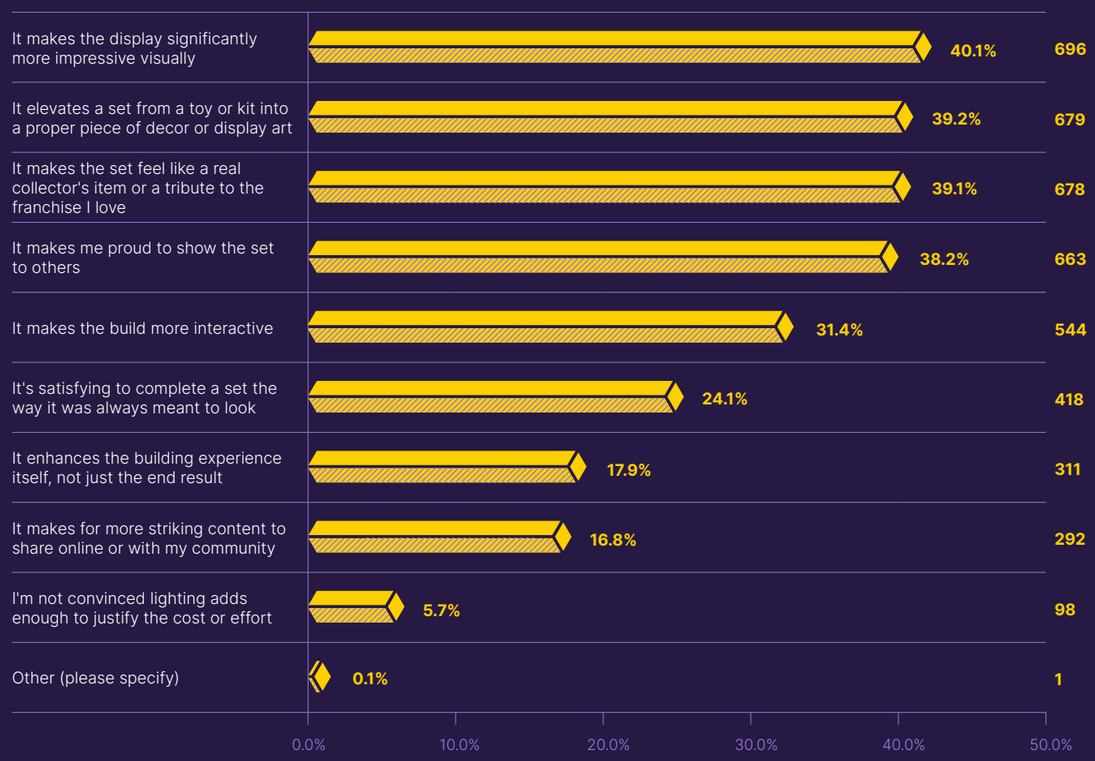
Kenny Lee
Founder, Light My Bricks

FROM BUILD TO DISPLAY ART

A completed build has a life beyond the building table. It takes its place on a shelf, in a cabinet or at the centre of a dedicated display, becoming something to return to, admire and share.

In the research, 40% of respondents said lighting makes a display significantly more impressive visually. A similar number said it elevates a set from a toy or kit into a piece of décor or display art. 39% said it makes the set feel like a true collector's item or tribute to a franchise they love, while 38% said it makes them proud to show the set to others.[7]

FROM BUILD TO DISPLAY ART



The numbers show what builders already experience: lighting can change the way a completed build is seen, shared and remembered.



A BUILDER'S VIEW – THE ATMOSPHERE

For LEGO® creator @lord.of.the.bricks, adding lighting to Minas Tirith changed more than the brightness of the build. It changed the way the entire city could be experienced.

"I finally added lights to my LEGO Minas Tirith, and I love how much it changes the whole look of the build. The details, interior, architecture and all those little windows look completely different once everything is lit up. It really gives Minas Tirith the atmosphere it deserves."

The result is exactly what great display lighting should do. It reveals details, changes the mood and brings the world behind the build closer to life.

INVESTMENT DESERVES TO BE SEEN

A large LEGO® build can take days to complete and represent a significant investment. But under everyday room lighting, some of its most intricate details can disappear into the shadows.

That was the experience shared by a builder featuring Minas Tirith in a video with Light My Bricks:

"You drop a fortune on a LEGO® set, spend days building it and then, in normal lighting, half of the set just disappears. The light kit changes that completely. In complete darkness, the set becomes the centrepiece of any room. For a set this size, this expensive and this detailed, the lights aren't optional."

The comment captures why lighting can feel like more than an accessory for a large display build. It helps reveal the architecture, depth and detail that builders spent so long creating.

At Light My Bricks, we believe lighting should work with the build, not compete with it. The cables should stay discreet. The light should feel intentional. And the finished display should look like the version you imagined when you first started building.

[7] LMB Global Adult LEGO® Survey 2026. Q20: "What does adding lighting to a LEGO set add to your experience? (Or, if you haven't tried it, what do you think it would add? Please select all that apply?)" Filtered sample: n=1,734 respondents who had spent at least US$1,000 on LEGO® in the previous 2 years. 696 respondents (40%) selected "It makes the display significantly more impressive visually"; 679 (39%) selected "It elevates a set from a toy or kit into a proper piece of decor or display art"; 678 (39%) selected "It makes the set feel like a real collector's item or a tribute to the franchise I love"; and 663 (38%) selected "It makes me proud to show the set to others". Q20 was a multi-select question, so percentages do not add to 100%.

THE ANATOMY OF GREAT LIGHTING

THE FINISHED LOOK

For experienced LEGO® lighting buyers, the finished look matters. 54% say lighting design and accuracy, including set-specific placement, calibrated brightness and colours that feel right for the scene, are among their top considerations when choosing a brand.[8]

For franchise builders, such as fans lighting the iconic LEGO® Star Trek™ USS Enterprise, lighting can add another layer of authenticity. The right colours, light direction, placement and brightness can create a screen-accurate display that feels closer to the original.

But the result of the lit set is only part of the experience. Around half of buyers also prioritise component quality and durability, as well as the overall experience from choosing a kit through to installation and support. Builders want lighting that works with their build, stays discreet and feels rewarding from the first step to the final glow.

The research shows what happens when that experience falls short. 48% said they had been frustrated because a kit was not available for their specific set. 45% had struggled to identify the right product online, while 42% were disappointed by lighting that was too dim or colours that did not look right in person.[9]

ENGINEERED FROM THE BRICK UP

These expectations are not only about the finished glow. They are also about how the lighting works with the build.

Delivering screen-accurate light is only half the challenge. The hardware also needs to respect the build.

Light My Bricks uses a 0.2 mm flat ribbon cable designed to sit within the LEGO® brick channel. This helps components integrate discreetly, without compromising the way LEGO® pieces fit together. Integrated smart fuse protection is designed to help safeguard the system during display, while multi-level dimming lets builders adjust the atmosphere to suit the room.

For collectors with multiple displays, modular belts and tethers can connect kits across cabinets or shelving, creating a more coordinated display without adding visual clutter.

When the hardware is engineered around the build, the technology can fade into the background and the creation stays in focus.

At Light My Bricks, these details are part of the experience. From finding the right kit to seeing the finished display come to life, the technology is designed to support the build and stay out of the way.

So which brands are delivering that experience for builders?



[8] MB Global Adult LEGO® Survey 2026. Q15: "What are the most important factors when you choose a LEGO lighting brand? (Select your top 3)" Base: n=1,426 lighting-brand purchasers from the filtered survey sample of 1,734 respondents. 769 respondents (53.9%) selected lighting design and accuracy, 710 (49.8%) selected build quality, seamlessness and durability, and 703 (49.3%) selected the overall brand experience.
[9] Q16: "What, if anything, has frustrated or disappointed you about LEGO lighting products you've used? (Select your top 3)" Base: n=1,426. 678 respondents (47.5%) selected kit availability for their specific set, 647 (45.4%) selected difficulty identifying the right product online and 600 (42.1%) selected brightness or colour accuracy. Q15 and Q16 were multi-select questions.

TOP LEGO® LIGHTING BRANDS

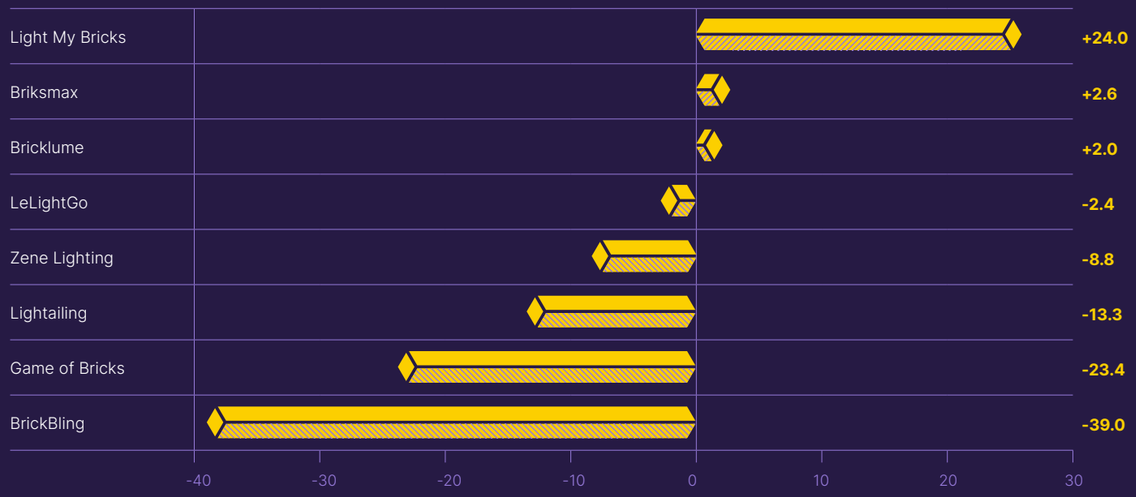
WHAT DOES A GREAT LIGHTING EXPERIENCE LOOK LIKE?

For builders, recommendation is rarely just about brightness. It reflects the journey from finding the right kit through to installation, support and the finished display.

In the survey, Light My Bricks recorded the highest Net Promoter Score among the major lighting brands rated in the survey, at +24.[10] Briksmax followed at +3, while Bricklume recorded +2. The other major brands recorded negative scores.

Net Promoter Score measures how likely customers are to recommend a brand to a friend or fellow builder. In a category where quality, instructions, installation and support all matter, recommendation reflects more than the final glow. It reflects the experience along the way.

NET PROMOTER SCORE BY BRAND

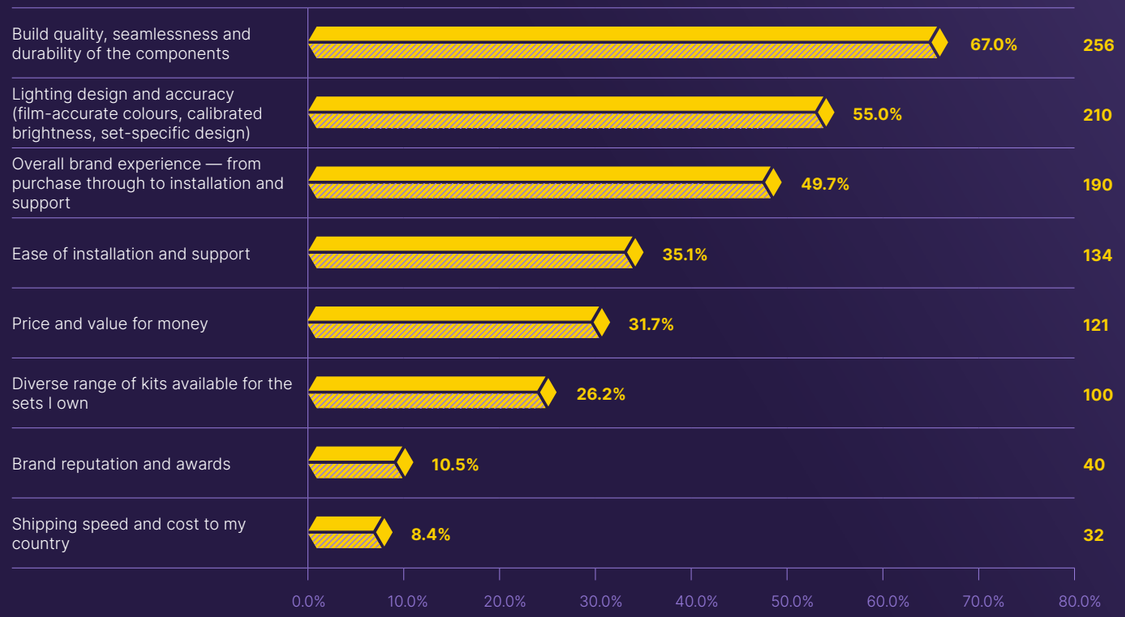


WHAT LMB CUSTOMERS VALUE

The findings suggest that Light My Bricks customers place the greatest value on build quality, seamlessness and durability. 67% of respondents who named LMB as their primary lighting brand selected this as one of their top decision factors, ahead of lighting design and accuracy at 55%.[11]

For builders, the experience is not only about the final glow. It is about knowing the components will work with the build, the cables will stay discreet and the finished result will feel worth the time they put into it.

WHAT LMB PRIMARY CUSTOMERS VALUE MOST



[10] LMB Global Adult LEGO® Survey 2026. Q28: "How likely are you to recommend the LEGO lighting brand you use most often to a friend or fellow builder?" and Q29: "Which LEGO brand were you scoring in the previous question?" Filtered sample: n=1,734 respondents. Light My Bricks NPS sample: n=466. NPS is calculated as the percentage rating 9–10 less the percentage rating 0–6. Q14: "Overall, how satisfied are you with your primary lighting brand?" Light My Bricks satisfaction sample: n=382, with an average score of 7.7 out of 10.

[11] LMB Global Adult LEGO® Survey 2026. Q15: "What are the most important factors when you choose a LEGO lighting brand? (Select your top 3)." Filtered sample: 1,734 respondents. This analysis is based on the 382 respondents who identified Light My Bricks as their primary or preferred lighting brand and answered Q15. Build quality, seamlessness and durability of components was selected by 256 respondents (67%), lighting design and accuracy by 210 respondents (55%), and overall brand experience from purchase through to installation and support by 190 respondents (50%). The question measured purchase priorities, rather than directly asking customers what they liked most about their LMB experience.

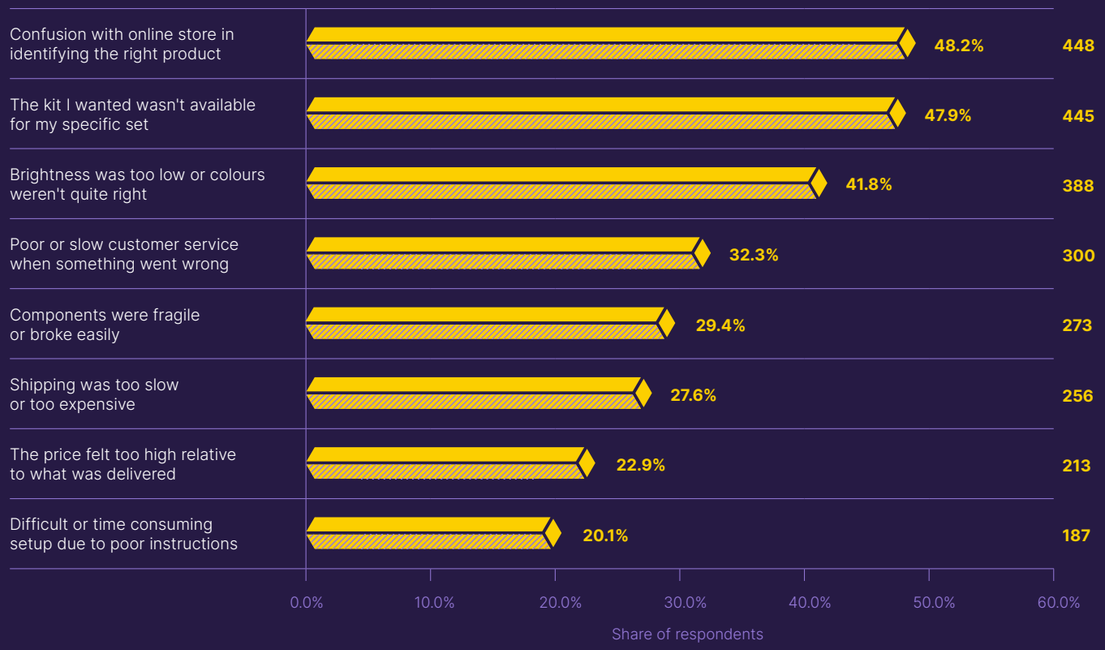
WHERE OTHER LIGHTING EXPERIENCES FALL SHORT

For builders using other major lighting brands, the biggest frustrations begin before installation. 48% reported difficulty identifying the right product online, while another 48% said they could not find a kit for the build they wanted to light.

The experience can also fall short once the kit arrives. **42%** were disappointed by low brightness or colours that did not look right, while **32%** reported poor or slow customer service when something went wrong.[12]

This is why the lighting journey should build confidence from the very first click. Builders need to know they have found the right kit for their build, understand what the installation involves and feel supported throughout the process.

TOP FRUSTRATIONS AMONG NON-LMB PRIMARY CUSTOMERS



[12] LMB Global Adult LEGO® Survey 2026. Q16: "What, if anything, has frustrated or disappointed you about LEGO lighting products you've used? (Select your top 3)." Filtered sample: 1,734 respondents. This analysis is based on the 929 respondents who identified a major non-LMB lighting brand as their primary or preferred brand and answered Q16. Difficulty identifying the right product online was selected by 448 respondents (48%), lack of availability for a specific set by 445 respondents (48%), brightness or colour issues by 386 respondents (42%), and poor or slow customer service by 300 respondents (32%). The non-LMB cohort excludes respondents who selected "I don't have a preference", "I switch between brands" or an unlisted/other brand.



LIGHT AS YOU BUILD OR LIGHT AFTER YOU BUILD

One of the most important choices for builders is whether to add lighting while they build or revisit a completed set later.

Across builder forums, the conversation often comes back to clear instructions and discreet wiring. As one builder put it:

"You don't want to have to work around the wires during your building stage, but taking apart a huge build is terrifying."[13]

For builders with a completed set, dismantling a large, detailed build can feel like a significant risk. Among respondents who had not yet added lighting, **53%** said the ability to add lighting to a set they had already built would encourage them to try a lighting kit.[14]

Light My Bricks' 2 installation approaches respond to both situations:

Light As You Build: Add the lighting as the build progresses, so it becomes part of the building journey.

Light After Build: Add lighting to a completed build with guidance on where to separate, place and reassemble the pieces.

Whether builders light as they build or return to a completed creation later, the goal is the same: keep the build in focus and let the technology disappear.

The Light My Bricks experience does not end when the lights come on. For collectors, it continues through the next set reveal, the next kit release and the next display they are planning.

So what do customers want from the future of LEGO® lighting?

[13] Community quote source: Reddit discussion, "Are there integrated Light My Bricks instructions?", r/buildingblocks. Check the original post and obtain permission before reproducing the quote in the final publication.
[14] Q18: "What would most likely encourage you to try a LEGO lighting kit?" Non-user base: n=308. 162 respondents (53%) selected ease of use for sets already built. Q18 was a multi-select question.

THE FUTURE OF LEGO® LIGHTING

The next great build is often already on a collector's wish list, and for Light My Bricks customers, the future of lighting is about knowing what is coming and being ready when the next major release lands.

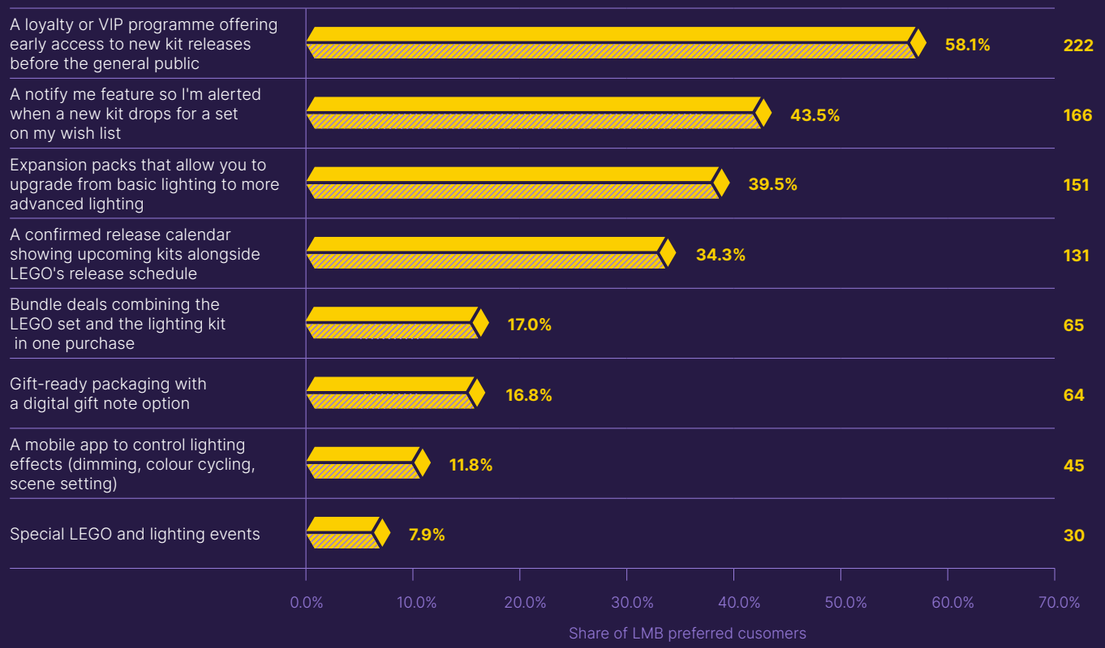
In the survey, 58%[15] of builders who named Light My Bricks as their primary lighting brand said a loyalty or VIP programme with early access to new kit releases would appeal to them. A further 44% want to be notified when a matching kit becomes available for a set on their wish list, while 34% want a confirmed release calendar aligned with LEGO® release schedules.

For builders who collect around favourite themes, anticipation is part of the experience. They follow rumours, watch new set reveals and make room for the next build before it arrives. A lighting experience that keeps pace with those releases helps make sure the display journey can begin when the build does.

There is also appetite to keep evolving the displays people already love. 40% of LMB customers said expansion packs that allow them to upgrade from basic lighting to more advanced lighting would appeal to them.

Clearly, this is an audience who are passionate and committed. The future of LEGO® lighting should stay close to the builder, opening pathways for more access to the releases they care about, more visibility on what is coming, and more ways to make a favourite display feel complete.

WHAT LMB PREFERRED CUSTOMERS WANT NEXT





"The best lighting experience starts before the first piece is placed. It is knowing that when a set you have been waiting for arrives, the right lighting experience is ready to follow."

LMB lead product creator

[15] LMB Global Adult LEGO® Survey 2026. Q13: "Which of those brands is your primary or preferred lighting brand?" and Q26: "Which of the following would appeal to you as a future product, bundle, or service from a LEGO lighting brand? (Please select 3 that apply)." Analysis is limited to respondents who identified Light My Bricks as their primary or preferred lighting brand: n=382, within the filtered sample of 1,734 respondents. A loyalty or VIP programme with early access was selected by 222 respondents (58.1%), wish-list notifications by 166 (43.5%), expansion packs by 151 (39.5%) and a confirmed release calendar by 131 (34.3%).

A PRACTICAL CHECKLIST FOR NEW STARTERS

Your first light kit opens up a new way to enjoy the builds you already love. Whether you are lighting as you build or revisiting a finished set, a little preparation helps you choose the right path and get the most from the final display.

Our research shows that builders who have not yet tried lighting are looking for clear guidance, practical demonstrations and reassurance that they can light a completed build without compromising it.

BEFORE YOU CHOOSE A KIT

Find your set: Start by selecting the LEGO® build you want to light, then confirm the kit is made for that exact set.

See the transformation: Explore the lights-on images, before-and-after view and product video to see how the lighting brings out the build's details.

Choose your method: Light As You Build if you are starting from the first piece, or Light After Build if your set is already complete.

Review what you need: Check the kit contents, power requirements and any recommended add-ons before you begin.

Before photo: Take a before photo so you can see the transformation.

Follow the guide: Open the 3D instructions and component guide so you know where each light, cable and connection belongs.

Build with confidence: If you reach a sticking point, use the troubleshooting guide or contact the LMB support team.

DURING INSTALLATION

Follow the guide step by step: Use the 3D instructions for your specific kit and installation method.

Test as you go: Check each connection before closing up or reassembling a section.

Handle components carefully: Keep connectors straight and level when plugging them in, and avoid forcing any connection.

Route cables within the build: Use the recommended paths so cables sit neatly inside the LEGO® brick channels and remain discreet.

Pause if you need to: Use the component handling or troubleshooting guide if something does not look right.

After photo: Lights on and enjoy! Don't forget to take a photo and post to share with your community and watch them be amazed!

CONCLUSION

A LEGO® collection is built around the worlds, stories and details that matter to each builder. How those builds are displayed becomes part of the story too.

Some displays capture a favourite franchise. Others reflect a love of architecture, design or the satisfaction of creating something with your own hands. What they share is the time, care and imagination invested in every build.

The research shows that adult LEGO® fans are not only collecting sets. They are creating displays they are proud to live with, return to and share. Lighting adds another way to enjoy that work, revealing detail, shaping atmosphere and giving a completed build greater presence in the room.

What makes the LEGO® community special is the way builders keep finding new ways to share that passion. They swap ideas, compare techniques, revisit favourite themes and inspire each other to see a familiar build differently.

Light My Bricks is proud to be part of that community. From the earliest lighting experiments to the detailed displays builders create today, the journey has always been about bringing more of the story to life.

As pioneers in LEGO® display lighting, we will continue listening to builders, learning from the worlds they collect and supporting the creativity that makes every collection different.

The build belongs to you.
The story belongs to you.
The way you bring it to life should be yours too.





LIGHT MY BRICKS

