

# Toys and Games Sales via Key Retail Formats in Chile to 2014

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## Abstracts

### Introduction

Datamonitor's 'Toys and Games Sales via Key Retail Formats in Chile to 2014' databook provides market value data for seven key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Toys and games retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include dolls, activity toys, games and puzzles, plush, infant/pre-school, ride-ons and other toys and games

Current and forecast analysis of sales via major retail channels

in the toys and games market as well as its sub-categories

### Highlights

Toys and games retail sales in Chile increased at a compound annual growth rate of 8.5% between 2004 and 2009.

Other toys and games sales led the toys and games market with a share of 27.4% in 2009. Other specialists were the leading retail format for other toys and games in 2009.

**Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the toys and games market in Chile

Understand the future direction of the market with reliable historical data and full five year forecasting

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