

Table Top Games Market By Type (Miniature Wargames, Role Playing Games), By Application (Children, Adults, Family, Party): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The table top games market was valued at \$2,703.4 million in 2023 and is estimated to reach \$5,334.1 million by 2035, exhibiting a CAGR of 5.9% from 2024 to 2035.

Table top game is a broad term that describes many different types and styles of games that are usually played on a flat surface. Different types of table top games are offered by key market players. Manufacturers also offer different types of miniatures for miniature wargames. war games Manufacturers are offering innovative and customized miniatures with metal and eco-friendly materials, which are durable and cost-effective.

Consumers must have sufficient time and disposable income to play table top games for entertainment. A consumer that is working two jobs just to make ends meet is not likely to divert money from necessities or time from income-producing activities to table top games. Right now, the U.S. has witnessed a surge in demand for table top games; many consumers have enough time and money for some entertainment activities, but they are not so well-off that they can ignore the value of their entertainment choices.

New companies, starting from scratch, have the difficult task of educating consumers about their products and communicating reasons to buy. In the U.S., unlike in some other markets, novelty is not necessarily an asset in selling a table top game; there are too many entertainment choices with high odds of delivering a satisfying experience for consumers. Table top games from companies with a good reputation or created by people that have designed successful games in the past, and ones that are tied to a well-known license can all help overcome this barrier.

However, for a new company, this barrier is often insurmountable. The lack of awareness about the different types of table top games is expected to hinder the growth of the table top games market. The market in Asia-Pacific offers lucrative growth opportunities for table top games market players. A large consumer base, along with the rise in disposable income, provides lucrative opportunities for market players. This region offers potential opportunities for market players to launch premium and interactive table top games with innovative miniatures. Therefore, manufacturers are now focusing on expanding their business in this region to increase their customer base and improve their geographical outreach. Moreover, countries in Latin America, such as Brazil, are expected to bring in attractive opportunities during the forecast period owing to favorable government policies toward large-scale privatization, combating unfair competition.

The table top games market is segmented into type, application, and region. On the basis of type, the market is divided into miniature wargames and role-playing games. On the basis of application, the market is segregated into children, adults, family, and party. On the basis of region, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa). On the basis of type, the role-playing games segment accounted for more than 50% of the market share in terms of revenue in 2023. RPGs' rich story and character development mechanics attract a particularly loyal gamer fanbase, who become part of the narrative by creating their unique characters and honing their skills to help their characters progress. On the basis of application, the adult segment led the market and accounted for ~30% of the global table top games market in 2023 and is expected to maintain its dominance during the forecast period.

Rise in count of teenagers and adults interested in strategy and war-based games is expected to propel the growth of the table top games market in the coming years. On the basis of region, Europe was the largest market in 2023 and had the highest market share. Companies operating in the Europe table top games market are offering innovative products to sustain in the competitive market. They are launching new products to expand their business operations across different countries in this region and increase their customer base. High spending capabilities of individuals, owing to an increase in disposable income and economic stability are some of the major driving factors for the Europe table top market.

Some of the key players profiled in the table top games market analysis include Asmadi Games (U.S.), Bezier Games (U.S.), Fremont Die Consumer Products (U.S.), Games Workshop (Slovakia), Gibsons Games (UK), Goliath (Netherlands), Hasbro (U.S.), Iello Games (France), Indie Boards And Cards (U.S.), Mattel (U.S.), Ravensburger (Germany), and The Grey Fox Games (U.S.).

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the table top games market analysis from 2023 to 2035 to identify the prevailing table top games market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the table top games market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global table top games market trends, key players, market segments, application areas, and market growth strategies.

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Analysis of raw material in a product (by %)

Investment Opportunities

Technology Trend Analysis

Average Consumer Expenditure

Go To Market Strategy

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Market share analysis of players at global/region/country level

Key Market Segments

By Type

Miniature Wargames

Sub-type

Online

Offline

Role Playing Games

Sub-type

Online

Offline

By Application

Children

Adults

Family

Party

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Malaysia

Thailand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Mattel, Inc.

Korea Boardgames Co., Ltd.

Goliath Games, LLC

Ravensburger

Asmodee Group

Buffalo Games

Hasbro Inc.

Lifestyle Boardgames Ltd.

Australian Design Group

NSF Boardgames and Puzzles

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