

Board Games Market - Global Outlook and Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Board Games Market Report

The board games market by revenue is expected to grow at a CAGR of approx. 13% during the period 2021–2026.

The market has been experiencing popularity and acceptance among players despite intense competition from digital entertainment sources. However, the eruption of the COVID-19 pandemic has contracted the market slightly. Turbulences in the supply chain and restrict imposition of lockdowns across the globe have adversely affected retail board games. Cafes facilitating board games have witnessed a steep decline in footfall after the easing of lockdown restrictions across the world. These cafes in the US region have witnessed a 35% decline in footfall. However, there are several reasons for the significant growth of the global board games market, including the emergence of board game conventions, gaming cafes, and nerd culture.

The following factors are likely to contribute to the growth of the board games market during the forecast period:

Adoption of Digital-first Approach

Introduction of Strategic Products

Board Games Conventions

Incorporation of Learning Quotient

The study considers the present scenario of the board games market and its market dynamics for the period 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

Global Board Games Market Segmentation

The global board games market research report includes a detailed segmentation by product, themes, distribution, geography. Puzzles have remained an exciting and most dominating sources of board game products over the last few decades. They also have an educational value for children in several age groups, which is increasing their adoption. With major vendors constituting a small portion of the market share, independent domestic vendors across the globe account for the majority of market shares.

On account of the outbreak of the COVID-19 pandemic, which has not only led to the closure of retail marketplaces but also the cancellation of several mega events and gaming conventions has drastically affected the board games market. Educational games gained popularity among parents owing to the closure of schools with the online sale increasing by 18% across the globe. However, the sales from retail outlets declined during Q2 and Q3 2020, recurring an estimated of over \$50 million to market revenue in 2020. The segment is expected to reach \$13 billion by 2026 due to the relevancy of these games among modern parents.

Board games are sold through online and retail distribution networks, including specialty stores, supermarkets and hypermarkets, mass-market players, department stores, small chain stores, free-standing toy stores, catalog stores, and other non-tracked retail outlets. The sale of board games via retail stores such as supermarkets and specialty stores has always remained high across the globe. Although the trend of online is growing, a significant share of board game distribution takes place through mass-market players and specialty stores. However, with the outbreak of the COVID-19 pandemic, the sale from retail sales has gone down drastically. Stores across the world have suffered an immense loss due to lockdowns and restrictions.

Products

Puzzles

Tabletop Board Games

Card & Dice Games

Collectible Card Games

Miniature Games

RPG Board Games

Theme

Strategy & War Games

Educational Games

Fantasy Games

Sports Games

Others

Distribution Channel

Online

Retail Channel

Specialty Stores

Mass Market Players

Other Retailers

INSIGHTS BY GEOGRAPHY

The increase in disposable incomes has been one of the major factors influencing the sale of board games in the APAC region. Countries such as China, India, Japan, and South Korea along with Malaysia and Indonesia are expected to witness decent growth in demand due to the improvement in living standards. Another major factor influencing the growth in the region is the presence of a large young population in China and India. The APAC board games market is one of the fastest-growing segments. India and China are registering demand for tabletop and card & dice games. In India, board games are associated with developing educational and critical thinking ability among grade-schoolers. Thus, parents are purchasing board games for their children to develop their educational and learning quotient.

Geography

North America

US

Canada

Europe

UK

Germany

France

Spain

Italy

Russia

APAC

China

Japan

South Korea

Australia

India

Indonesia

Latin America

Brazil

Mexico

Argentina

Middle East & Africa

Saudi Arabia

South Africa

UAE

INSIGHTS BY VENDORS

The board games market is slowly shifting from being concentrated to a fragmented one with several independent vendors barging in. The outbreak of the COVID-19 pandemic has increased the potential of board games across the globe. Board games worldwide have witnessed a significant push in popularity, especially among residential users. In addition, the product development cost requires a lower investment than electronic gadgets. However, product counterfeiting, especially for card and dice games, turned the market dynamic complex for major commercial players in 2020.

Prominent Vendors

Asmodee Editions (Group)

Hasbro

Mattel

Ravensburger

Other Prominent Vendors

Asmadi Games

Bezier Games

Mindware.com

Buffalo Games

Clementoni

CoolMiniOrNot (CMON)

Disney

Fremont Die Consumer Products

Funko

Games Workshop

Gibsons Games

Goliath

Grey Fox Games

IELLO Games

Indie Boards and Cards

INI

International Playthings

Kamings Trade

Learning Resources

Legendary Games

Loony Labs

Ludo Fact

Melissa & Doug

Boardgamedesign.com

North Star Games

Orchard Toys

Panda GM

Pegasus Spiele

Piatnik

Roosterfin

Reaper Miniatures

Rio Grande Games

Schmidt Spiele

Spin Master

Spontaneous Games

Surprised Stare Games

Sunsout

Talikor

The Regency Chess Company

Trend Enterprises

Ultra Pro International

University Games

USAOPOLY

Winning Moves Games

WizKids

Zobmondo

KEY QUESTIONS ANSWERED

1. What revenue figures are the board games market expected to reach during the forecast period 2021-2026?
2. Which region has experienced maturity during the forecast period?
3. What was the board games market size of India in 2020?
4. Who are the leading vendors? What are the threats to the new entrants in the market?
5. How is the revenue of the board games market share affected due to the COVID-19 outbreak?

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