

Toys and Games in France

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Abstracts

Toys and games recorded a decline in its current value sales in 2022, which was largely due to the significant pressure on consumers' purchasing power. With rising inflation rates, consumers were forced into making trade-offs in their purchases. The value sales of video games saw negative growth, mainly due to a decline in sales of video games hardware, which faced supply chain difficulties and was affected by the falling purchasing power. As a result, consumers continued to play free games, whi...

Euromonitor International's Toys and Games in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

TOYS AND GAMES IN ARGENTINA

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Constant value sales unchanged, as inflation continues to dampen growth

Further openings of toy stores

Several global brands form licence agreements with local manufacturers

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Mattel upping its game in Argentina

Uphill battle to maintain value share over video games

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

VIDEO GAMES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased constant value sales, in spite of soaring inflation

Migration to cloud gaming intensifies

Tightening of operating environment to combat fraud

PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Mobile games continue upward trajectory

E-commerce continues to dominate

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

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