

Toys and Games in Germany

<https://marketpublishers.com/r/TD7873D5DF0EN.html>

Date: June 2024

Pages: 32

Price: US\$ 2,100.00 (Single User License)

ID: TD7873D5DF0EN

Abstracts

Value sales of overall toys and games in Germany recorded marginally faster growth in 2023 compared to the previous year, driven by video games hardware. This was in contrast to traditional toys and games, which, for the second consecutive year, experienced declining sales in a post-pandemic scenario. On the other hand, video games benefited from an uptick in purchases of PlayStation 5, in addition to digital video games software.

Euromonitor International's Toys and Games in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 Germany
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

TOYS AND GAMES IN GERMANY

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2018-2023

Table 2 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of traditional toys and games continue to decline in 2023

Licences and “kidults” influence demand in Germany

Traditional toys and games stores resumes decline after temporary uptick in 2022

PROSPECTS AND OPPORTUNITIES

Increasing demand for children’s toys with an educational purpose

“Kidults” and the value of play to garner greater focus

Digitalisation within traditional toys and games

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

VIDEO GAMES IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Console games as main growth driver of video games in 2023

Trend towards mobile and digital games in Germany

PlayStation 5 and Xbox Series are booming, while Nintendo Switch struggles

PROSPECTS AND OPPORTUNITIES

Hardware sales to remain cyclical while software sales to maintain steady growth

Sales of AR/VR headsets hindered by financial barriers

In-game purchases to remain leading source of value sales generation

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2018-2023

Table 18 Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Video Games: % Value 2019-2023

Table 20 LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 Distribution of Video Games by Format: % Value 2018-2023

Table 25 Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2023-2028

I would like to order

Product name: Toys and Games in Germany

Product link: <https://marketpublishers.com/r/TD7873D5DF0EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD7873D5DF0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970