

Toys and Games in Italy

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Abstracts

Characterised by high demand and higher unit prices, toys and games proved to be a robust industry in 2022. Many consumers maintained some of the playing and gaming habits they acquired, consolidated or developed during the Coronavirus (COVID-19) pandemic in 2020 and 2021, despite returning to pre-COVID-19 lifestyles with the easing of virus-related restrictions. The robustness of the industry was also aided by adults who continued to fuel spending on collectibles and licensed products, which en...

Euromonitor International's Toys and Games in Italy 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.

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