

# Toys and Games in Mexico

<https://marketpublishers.com/r/T99F5431BCBEN.html>

Date: May 2023

Pages: 31

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

ID: T99F5431BCBEN

## Abstracts

Toys and games saw dynamic growth in current value terms in 2022, with it outperforming the review period growth average. Traditional toys and games saw a full sales recovery having suffered heavy losses in 2020 following the outbreak of COVID-19. Sales benefited from the lifting of COVID-19 restrictions and consumers returning to shopping in store-based retailers, which helped to stimulate impulse purchases. Consumer confidence also showed signs of recovery as COVID-19 fears subsided which enco...

Euromonitor International's Toys and Games in Mexico 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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