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Toys and Games in Romania

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Abstracts

Toys and games in Romania experienced dynamic current value growth in 2023, with double-digit increases seen for both traditional toys and games, and video games. Growth was due to improving living standards and changing consumer lifestyles, as well as a continued high rate of inflation, which drove up unit prices and thus value growth. In addition, the number of adults buying toys and games for themselves (often termed “kidults”) continued to rise. Consequently, players such as LEGO launched mo...

Euromonitor International's Toys and Games in Romania 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;

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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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