

# Toys and Games in Russia

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## Abstracts

Toys and games in Russia recorded heightened growth of 12% in 2020, compared to 10% in 2019. Much of this growth was due to purchases being made for entertaining families, adults and children, during the lockdown period bought on by the outbreak of COVID-19. As such, the increasing demand for “hometainment” boosted sales, with particular strong results seen for hand-held consoles, mobile games, games and puzzles and construction toys.

Euromonitor International's Toys and Games in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, 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 2025 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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Stay at home regulations led to heightened sales for games and puzzles

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