

Toys and Games in Singapore

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Abstracts

Toys and games saw slower current value growth in 2022 compared with 2021. The industry saw dynamic growth in 2021 as the pandemic eased, and the growth rate decreased in 2022 as pent-up demand had already been released. In addition, the effects of inflation came into play, and consumers reprioritised their budgets and expenditure as the prices of goods increased. Furthermore, with the pandemic situation seeming more under control compared with the previous year, consumers spent more on activiti...

Euromonitor International's Toys and Games in Singapore 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.

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