

# Toys and Games in Ukraine

<https://marketpublishers.com/r/TA38071901FEN.html>

Date: May 2021

Pages: 34

Price: US\$ 1,210.00 (Single User License)

ID: TA38071901FEN

## Abstracts

Prior to the outbreak of COVID-19, the Ukrainian economy had been expanding at a steady pace, and the outlook was reasonable positive. The disruption caused by the pandemic resulted in a sharp economic contraction for 2020 as a whole.

Euromonitor International's Toys and Games in Ukraine 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.

## Contents

### TOYS AND GAMES IN UKRAINE

#### EXECUTIVE SUMMARY

COVID-19 impact on toys and games

COVID-19 country impact

Company response

Retailing shift

What next for toys and games?

#### MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2015-2020

Table 2 Sales of Toys and Games by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Toys and Games: % Value 2016-2020

Table 4 LBN Brand Shares of Toys and Games: % Value 2017-2020

Table 5 Distribution of Toys and Games by Format: % Value 2015-2020

Table 6 Forecast Sales of Toys and Games by Category: Value 2020-2025

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2020-2025

#### GLOBAL MACROECONOMIC ENVIRONMENT

#### GLOBAL INDUSTRY ENVIRONMENT

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### TRADITIONAL TOYS AND GAMES IN UKRAINE

#### KEY DATA FINDINGS

#### 2020 IMPACT

With disposable incomes down, traditional toys and games take a hit

Lego benefits from strong performance of construction in 2020

Construction biggest beneficiary from lockdown

#### RECOVERY AND OPPORTUNITIES

Growth not as strong as predicted pre-COVID-19

E-commerce will be fastest growing channel

Uphill battle to maintain value share over video games

#### CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2015-2020

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2015-2020

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2015-2020

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2016-2020

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2017-2020

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2015-2020

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2020-2025

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2020-2025

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2020-2025

## VIDEO GAMES IN UKRAINE

### KEY DATA FINDINGS

#### 2020 IMPACT

Video games hugely benefits from COVID-19

Valve Corp leads thanks to DOTA and Counter Strike featuring in popular tournaments

PlayStation 5-star performer in 2020

### RECOVERY AND OPPORTUNITIES

Healthy constant value growth over the forecast period

E-commerce continues to dominate

Increased smartphone ownership and mobile internet development drive mobile games growth

### CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2015-2020

Table 18 Sales of Video Games by Category: % Value Growth 2015-2020

Table 19 NBO Company Shares of Video Games: % Value 2016-2020

Table 20 LBN Brand Shares of Video Games: % Value 2017-2020

Table 21 NBO Company Shares of Video Games Hardware: % Value 2016-2020

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2017-2020

Table 23 NBO Company Shares of Video Games Software: % Value 2016-2020

Table 24 Distribution of Video Games by Format: % Value 2015-2020

Table 25 Distribution of Video Games Hardware by Format: % Value 2015-2020

Table 26 Distribution of Video Games Software by Format: % Value 2015-2020

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2015-2020

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2015-2020

Table 29 Forecast Sales of Video Games by Category: Value 2020-2025

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2020-2025

## I would like to order

Product name: Toys and Games in Ukraine

Product link: <https://marketpublishers.com/r/TA38071901FEN.html>

Price: US\$ 1,210.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TA38071901FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970