

Toys and Games in the US

<https://marketpublishers.com/r/TD76B726D8FEN.html>

Date: May 2023

Pages: 35

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

ID: TD76B726D8FEN

Abstracts

Toys and games maintained current value growth in 2022, although this was minimal, and much lower than seen in the two previous years. Traditional toys and games saw a negligible current value increase in 2022, reflecting a strong slowdown in growth following two years of significant expansion. The shift in consumer spending priorities away from products towards services, such as travel, contributed to the almost flat performance. Despite this shift, a few categories within traditional toys and...

Euromonitor International's Toys and Games in USA 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.

Contents

TOYS AND GAMES IN TAIWAN

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional toys and games sees reduced growth in 2022

E-commerce growth slows down

Players shift focus to older consumers

PROSPECTS AND OPPORTUNITIES

Bandai Taiwan set to stay ahead of the rest

Steady performance forecast for LEGO

Online marketing will continue to rise, fuelling further growth

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

VIDEO GAMES IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Console growth drives rise in video games

Rising support for video games from local governments

PROSPECTS AND OPPORTUNITIES

Nintendo Switch set to see further success

Mobile games will continue to gain value share

Players likely to invest more in collaborative partnerships

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

I would like to order

Product name: Toys and Games in the US

Product link: <https://marketpublishers.com/r/TD76B726D8FEN.html>

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

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD76B726D8FEN.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