

# Toys and Games in Western Europe

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Date: July 2024

Pages: 43

Price: US\$ 1,450.00 (Single User License)

ID: TF8BBEF79105EN

## Abstracts

After the pandemic-induced demand spike, sales of toys and games recorded a marked decline in Western Europe in 2022, with stagnation being seen in 2023. Most countries have been impacted by high inflation, putting pressure on local consumers' purchasing power. In addition, there were some supply chain problems in 2022, although these had largely been solved moving into 2023. Another year of stagnation is expected for 2024, before a return to positive growth is seen for toys and games from 2025.

Euromonitor International's Toys and Games in Western Europe global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

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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