

# Traditional Toys and Games in Middle East and Africa

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Date: February 2019

Pages: 21

Price: US\$ 1,325.00 (Single User License)

ID: T1BE55EEFB5EN

## Abstracts

Traditional toys and games is an emerging market in Middle East and Africa, driven mainly by a recovering economy, increasing disposable incomes and high birth rates. The region holds very good prospects for traditional toys and games due to increased spending around baby and child-oriented products, and a shift towards premiumisation.

Euromonitor International's Traditional Toys and Games in Middle East and Africa 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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