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# Traditional Toys and Games in Portugal

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## Abstracts

Despite the unstable economic climate from which Portugal continues to suffer, consumers felt motivated and more optimistic in 2010, following improved economic indicators during the first two quarters of the year. Confidence increased, benefitting the traditional toys and games market, and thus overturning the negative figures experienced in 2009.

Euromonitor International's Traditional Toys and Games in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, 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 2015 illustrate how the market is set to change.

**Product coverage:** Action Figures and Accessories, Arts and Crafts, Baby (0-18 months), Construction Toys, Dolls and Accessories, Dressing-Up and Role Play, Games and Puzzles, Infant (19-36 Months), Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports Toys, Plush Toys, Pre-School (3-4 Year Old), Radio/Remote Control Toys, Ride-On Vehicles, Scientific/Educational Toys.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

Get a detailed picture of the Traditional Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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