

# World Market for Toys and Games

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## Abstracts

Sales of toys and games are forecast to rebound from a sharp decline in 2022, with a return to growth over the forecast period, despite ongoing inflationary pressures and economic uncertainty. Video games account for two thirds of total toys and games sales, with growth being fuelled by the surging popularity of e-sports and streaming platforms like Twitch. While video games will continue to dominate, traditional toys are expected to see modest growth over the forecast period.

Euromonitor International's World Market for Toys and Games 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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