

# Global Toys and Games Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Toys and Games market size was valued at USD 108790 million in 2023 and is forecast to a readjusted size of USD 130140 million by 2030 with a CAGR of 2.6% during review period.

Children's toys and games constantly evolve. Intertwined with technology, most toys are more advanced than computers were two decades ago. Video games are also being used by younger children.

The rise in disposable income and the growth of online sales are the primary drivers of the growth of this market. Many international and local vendors sell toys and games through e-retailing that helps in promotion of their brands. The prices offered to a customer are often lower online due to the reduction in overhead costs.

The Global Info Research report includes an overview of the development of the Toys and Games industry chain, the market status of Specialty Stores (Games and Puzzles, Infant and Preschool), Hypermarkets and Supermarkets (Games and Puzzles, Infant and Preschool), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Toys and Games.

Regionally, the report analyzes the Toys and Games markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Toys and Games market, with robust domestic demand, supportive policies, and a strong manufacturing base.

## Key Features:

The report presents comprehensive understanding of the Toys and Games market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Toys and Games industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Games and Puzzles, Infant and Preschool).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Toys and Games market.

**Regional Analysis:** The report involves examining the Toys and Games market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Toys and Games market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Toys and Games:

**Company Analysis:** Report covers individual Toys and Games manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Toys and Games This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Specialty Stores, Hypermarkets and Supermarkets).

**Technology Analysis:** Report covers specific technologies relevant to Toys and Games. It assesses the current state, advancements, and potential future developments in Toys and Games areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Toys and Games market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Toys and Games market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Games and Puzzles

Infant and Preschool

Activity and Construction Toys

Dolls and Action Figures

Vehicle Toys and Ride-Ons

Soft/Plush Toys

Others

#### Market segment by Application

Specialty Stores

Hypermarkets and Supermarkets

Department Stores

Online Retailers

Major players covered

Hasbro

Mattel

The LEGO Group

TOMY

JAKKS Pacific

MGA Entertainment

Playmates Toys

Vivid Imaginations

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Toys and Games product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Toys and Games, with price, sales, revenue and global market share of Toys and Games from 2019 to 2024.

Chapter 3, the Toys and Games competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Toys and Games breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Toys and Games market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Toys and Games.

Chapter 14 and 15, to describe Toys and Games sales channel, distributors, customers, research findings and conclusion.

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