

Toys And Games Market Size, Share & Trends Analysis Report By Application (Up To 0-8 Years, 9-15 Years), By Distribution Channel (Online, Offline), By Product (Preschool Toys, Electronic Games), By Region, And Segment Forecasts, 2023 - 2030

<https://marketpublishers.com/r/T6217A85A46BEN.html>

Date: July 2023

Pages: 110

Price: US\$ 3,950.00 (Single User License)

ID: T6217A85A46BEN

Abstracts

This report can be delivered to the clients within 5 Business Days

Toys And Games Market Growth & Trends

The global toys and games market size is expected to reach USD 439.91 billion by 2030, growing a CAGR of 4.5% from 2023 to 2030, according to a new report by Grand View Research, Inc. Sales increased as the pandemic spread. Toy sales increased in 2020, with games & puzzles, dolls & action figures, and outdoor plays being the most popular categories. The use of weather-related items was a big aspect of outdoor activity. Sleds, snow-coloring toys, inflatables, and tools for building snow structures flew off the shelves. Due to the ease of accessibility, a large range of products, and competitive pricing, consumers are increasingly purchasing toys and games through the e-commerce channel. Furthermore, internet portals assist customers 24 hours a day, seven days a week, and offer a wide range of products to choose from, as well as substantial discounts on branded products.

In addition, families wanted to spread a little extra cheer during the pandemic, thus retailers had a successful holiday season in 2020. Sports toys, such as skateboards and scooters, outperformed fashion dolls and accessories, as well as building sets like Lego. In 2020, due to increased traffic to its website on Black Friday, Lego had to construct a virtual wait for online consumers. The popularity of 3D and 4D puzzles has sparked creativity and excitement in the industry. These puzzles provide a more

immersive experience, higher levels of engagement, and possibly even educational advantages. A Canadian company called Wrebbit Puzzle Inc. focuses on 3D puzzles and creates a wide variety of puzzles with different themes, such as Harry Potter, Game of Thrones, and Lord of the Rings.

The business introduced its Central Perk, a 440-piece 3D jigsaw puzzle, in April 2021, which was based on the television series, Friends. Due to the rising environmental awareness and consumer concern, as well as a growing trend toward eco-friendly and socially responsible products, the market is currently experiencing increased demand for sustainable games and puzzles. Market players have been addressing this trend by creating and promoting eco-friendly products, utilizing sustainable resources, and putting into practice eco-friendly manufacturing and distribution procedures. For instance, to reduce its impact on the environment, a U.S.-based corporation called Mattel, Inc. always attempts to optimize its resource use.

Toys And Games Market Report Highlights

The electronic games segment accounted for the largest share in 2022 due to their immersive and interactive experiences, appealing to modern consumers' preferences for technology-driven entertainment. The growth of digital platforms and advancements in gaming technology has propelled the popularity of electronic games, making them a dominant force in the industry

Demand for toys and games for the 0-8 years age group segment is forecasted to rise at the fastest CAGR from 2023 to 2030

This is due to the natural inclination of young children to play and explore owing to their rapid cognitive and motor skill development during this period. The rising population globally will also push the demand

The offline channel segment accounted for the largest share in 2022 due to consumers' preference for a hands-on shopping experience, allowing them to physically interact with the products and make immediate purchases

The Middle East & Africa region is projected to rise at the fastest rate from 2023 to 2030. Factors, such as a growing young population, increasing disposable incomes, rapid urbanization, and rising middle-class segment will propel the product demand in the region

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Application Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Region Insights

CHAPTER 3. TOYS AND GAMES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Outlook
 - 3.2.2. Manufacturing & Technology Trends
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry Opportunities
- 3.4. Industry Analysis Tools
 - 3.4.1. Industry Analysis - Porter's
 - 3.4.1.1. Supplier Power
 - 3.4.1.2. Buyer Power

- 3.4.1.3. Substitution Threat
- 3.4.1.4. Threat from New Entrant
- 3.4.1.5. Competitive Rivalry
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. TOYS AND GAMES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2022 & 2030
- 5.2. Toys And Games Market Estimates & Forecast, By Product (USD Billion)
 - 5.2.1. Electronic Games
 - 5.2.2. Outdoor & Sport Toys
 - 5.2.3. Dolls
 - 5.2.4. Preschool Toys
 - 5.2.5. Games & Puzzles
 - 5.2.6. Others

CHAPTER 6. TOYS AND GAMES MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Product Movement Analysis & Market Share, 2022 & 2030
- 6.2. Toys And Games Market Estimates & Forecast, By Application (USD Billion)
 - 6.2.1. Up to 0-8 Years
 - 6.2.2. 9-15 Years
 - 6.2.3. 15 Years and Above

CHAPTER 7. TOYS AND GAMES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Movement Analysis & Market Share, 2022 & 2030
- 7.2. Toys And Games Market Estimates & Forecast, By Distribution Channel (USD

Billion)

7.2.1. Online

7.2.2. Offline

CHAPTER 8. TOYS AND GAMES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2022 & 2030

8.2. North America

8.2.1. North America toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.2.2. U.S.

8.2.2.1. Key country dynamics

8.2.2.2. U.S. toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.2.3. Canada

8.2.3.1. Key country dynamics

8.2.3.2. Canada toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.3. Europe

8.3.1. Europe games and puzzles market estimates & forecast, 2017 - 2030 (USD Billion)

8.3.2. UK

8.3.2.1. Key country dynamics

8.3.2.2. UK toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.3.3. Germany

8.3.3.1. Key country dynamics

8.3.3.2. Germany toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.3.4. France

8.3.4.1. Key country dynamics

8.3.4.2. France toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.4. Asia Pacific

8.4.1. Asia Pacific toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.4.2. China

8.4.2.1. Key country dynamics

8.4.2.2. China toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.4.3. India

8.4.3.1. Key country dynamics

8.4.3.2. India toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.4.4. Japan

8.4.4.1. Key country dynamics

8.4.4.2. Japan toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.5. Central & South America

8.5.1. Central & South America toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.5.2. Brazil

8.5.2.1. Key country dynamics

8.5.2.2. Brazil toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.6. Middles East & Africa

8.6.1. Middles East & Africa toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

8.6.2. South Africa

8.6.2.1. Key country dynamics

8.6.2.2. South Africa toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

CHAPTER 9. TOYS AND GAMES MARKET: COMPETITIVE LANDSCAPE

9.1. List of key companies analyzed in this section includes:

9.1.1. Dream International Ltd.

9.1.2. VTech Holdings Ltd.

9.1.3. The LEGO Group

9.1.4. Sanrio Company, Ltd

9.1.5. Playmates Toys Ltd

9.1.6. JAKKS Pacific, Inc.

9.1.7. Mattel, Inc.

9.1.8. Hasbro

9.1.9. Konami Holdings Corp.

9.1.10. Bandai Namco Holdings Inc.

9.2. Recent Developments & Impact Analysis, By Key Market Participants

9.3. Company Categorization

9.4. Participant's Overview

9.5. Financial Performance

- 9.6. Product Benchmarking
- 9.7. Company Market Share Analysis, 2022 (Value % Share)
- 9.8. Company Heat Map Analysis
- 9.9. Strategy Mapping

List Of Tables

LIST OF TABLES

1. Toys and games market estimates & forecast, by product (USD Billion)
2. Toys and games market estimates & forecast, by application (USD Billion)
3. Toys and games market estimates & forecast, by distribution channel (USD Billion)
4. U.S. macro-economic outlay
5. Canada macro-economic outlay
6. UK macro-economic outlay
7. Germany macro-economic outlay
8. France macro-economic outlay
9. China macro-economic outlay
10. India macro-economic outlay
11. Japan macro-economic outlay
12. Brazil macro-economic outlay
13. South Africa macro-economic outlay
14. Recent developments & impact analysis, by key market participants
15. Company market share, 2022 (Value % Share)

List Of Figures

LIST OF FIGURES

1. Toys and games market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Market Snapshot
7. Segment Snapshot
8. Competitive Landscape Snapshot
9. Toys and games market - Industry value chain analysis
10. Toys and games market dynamics
11. Toys and games market: PORTER's analysis
12. Toys and games market, by product: Key takeaways
13. Toys and games market, by product: Market share, 2022 & 2030
14. Electronic games market estimates & forecasts, 2017 - 2030 (USD Billion)
15. Outdoor & sport toys market estimates & forecasts, 2017 - 2030 (USD Billion)
16. Dolls market estimates & forecasts, 2017 - 2030 (USD Billion)
17. Preschool toys market estimates & forecasts, 2017 - 2030 (USD Billion)
18. Games and puzzles market estimates & forecasts, 2017 - 2030 (USD Billion)
19. Others market estimates & forecasts, 2017 - 2030 (USD Billion)
20. Toys and games market, by application: Key takeaways
21. Toys and games market, by application: Market share, 2022 & 2030
22. Up to 0–8 years toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
23. 9-15 years Toys And Games market estimates & forecasts, 2017 - 2030 (USD Billion)
24. 15 years and above toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
25. Toys and games market, by distribution channel: Key takeaways
26. Toys and games market, by distribution channel: Market share, 2022 & 2030
27. Online toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
28. Offline toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
29. Toys and games market revenue, by region, 2022 & 2030 (USD Billion)
30. Regional marketplace: Key takeaways
31. Regional marketplace: Key takeaways
32. North America toys and games market estimates & forecast, 2017 - 2030 (USD Billion)

Billion)

33. U.S. toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
34. Canada toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
35. Europe toys and games market estimates & forecasts, 2017- 2030 (USD Billion)
36. UK toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
37. Germany toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
38. France toys and games market estimates & forecasts, 2017 - 2030 (USD Billion)
39. Asia Pacific toys and games market estimates & forecast, 2017- 2030 (USD Billion)
40. China toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
41. India toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
42. Japan toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
43. Central & South America toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
44. Brazil toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
45. Middle East & Africa toys and games estimates & forecast, 2017 - 2030 (USD Billion)
46. South Africa toys and games market estimates & forecast, 2017 - 2030 (USD Billion)
47. Key company categorization
48. Company market share analysis, 2022 (Value % Share)
49. Strategic framework

I would like to order

Product name: Toys And Games Market Size, Share & Trends Analysis Report By Application (Up To 0-8 Years, 9-15 Years), By Distribution Channel (Online, Offline), By Product (Preschool Toys, Electronic Games), By Region, And Segment Forecasts, 2023 - 2030

Product link: <https://marketpublishers.com/r/T6217A85A46BEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T6217A85A46BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970