

The 2025-2030 World Outlook for Board Games

<https://marketpublishers.com/r/286FABAB9EDEN.html>

Date: March 2024

Pages: 287

Price: US\$ 995.00 (Single User License)

ID: 286FABAB9EDEN

Abstracts

This study covers the world outlook for board games across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers board games as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for board games is 3399327301. It is for this definition that aggregate latent demand estimates are derived. Board games is specifically defined as follows:

3399327301 Board games

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