

Toys and Games Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global toys and games market size reached US\$ 109.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 143.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.73% during 2023-2028.

Toys and games are playthings which range from rattles, dolls and toy cars to skipping ropes, board games and jigsaw puzzles. They come with an intrinsic value that adds to the overall development of children. Toys help the children to express their emotions and boost their creativity. Whereas, games are a great way to de-stress and help in improving the cognitive, physical and social skills. In recent years, the rise in the popularity of interactive and multi-functional toys and games has had a substantial impact on the toys and games industry.

The sales of toys and games based on popular characters from cartoons, TV shows and movies are escalating, in turn, propelling the market growth. Moreover, the global population is expected to grow from the current 7.6 Billion to over 9.6 Billion by 2030. Population growth coupled by continuously rising personnel disposable income levels is expected to represent a strong catalyst for the global toys and games market. Furthermore, apart from children, the sale of toys and games are also expected to be driven by older consumers, especially in segments such as action figures and accessories. Some of the other factors that are driving the demand for toys and games are adoption of free-to-play gaming, increasing popularity of educational and scientific toys, growing demand for eco-friendly toys, etc.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global toys and games market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Plush Toys
- Infant /Preschool Toys
- Activity Toys
- Dolls
- Games and Puzzles
- Ride-Ons
- Others

On the basis of product type, the market has been segmented into plush toys, infant/pre-school toys, activity toys, dolls, games and puzzles, ride-ons and others.

Breakup by Distribution Channel:

- Specialty Stores
- Supermarkets and Hypermarkets
- Departmental Stores
- Online Stores
- General Stores

On the basis of distribution channel, the market has been segmented into speciality stores, supermarkets and hypermarkets, departmental stores, online and general stores. Amongst these, specialty stores represent the largest segment.

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

By region, the market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. Asia Pacific holds the largest share in the market.

Competitive Landscape:

The competitive landscape of the market has also been examined in the report with some of the major players being Hasbro, Mattel, Ravensburger, Tomy, The Lego Group, Funtastic, JAKKS Pacific, Lansay, LeapFrog Enterprises, MGA Entertainment, Playmates Toys, ToyQuest, Vivid Imaginations, etc.

This report provides a deep insight into the global toys and games market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the toys and games market in any manner.

Key Questions Answered in This Report

1. What was the size of the global toys and games market in 2022?
2. What is the expected growth rate of the global toys and games market during 2023-2028?
3. What are the key factors driving the global toys and games market?
4. What has been the impact of COVID-19 on the global toys and games market?
5. What is the breakup of the global toys and games market based on the product type?
6. What is the breakup of the global toys and games market based on the distribution channel?
7. What are the key regions in the global toys and games market?
8. Who are the key players/companies in the global toys and games market?

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