

# Europe Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Toys & Games Retail in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.

The European toys & games market had total revenues of \$27,288.2 million in 2022, representing a compound annual growth rate (CAGR) of 3.2% between 2017 and 2022.

The growth in the number of online shoppers in Europe, particularly in countries like Turkey, the UK, and Germany, has driven the toy market. Online platforms have become a viable and affordable substitute for traditional marketing and sales techniques.

The UK market is the largest in this region, accounting for 20.6% of its total

value in 2022.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Europe

Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe toys & games retail market with five year forecasts

## Reasons to Buy

What was the size of the Europe toys & games retail market by value in 2022?

What will be the size of the Europe toys & games retail market in 2027?

What factors are affecting the strength of competition in the Europe toys & games retail market?

How has the market performed over the last five years?

What are the main segments that make up Europe's toys & games retail market?

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