

# Global Toys & Games

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## Abstracts

Global Toys & Games

### SUMMARY

Global Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 global toys & games market had total revenues of \$104,421.8m in 2018, representing a compound annual growth rate (CAGR) of 5.2% between 2014 and 2018.

Hypermarkets, supermarkets and hard discounters account for the largest proportion of sales in the global toys & games market in 2018, sales through this channel generated \$14,356.0m, equivalent to 13.7% of the market's overall value.

While growth in this market has remained healthy on a global scale, it has been constrained to an extent by the growing prevalence of digital alternatives including games consoles, tablets, and mobile phone apps.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the globaltoys & games market

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

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

## **REASONS TO BUY**

What was the size of the Global toys & games market by value in 2018?

What will be the size of the Global toys & games market in 2023?

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

How has the market performed over the last five years?

How large is the global's toys & games market in relation to its regional counterparts?

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### COMPANIES MENTIONED

Target Corp

Lego AS

Hamleys of London Ltd

Alibaba Group Holding Limited

Amazon.com, Inc.

Toys R Us Asia Ltd

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