

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

<https://marketpublishers.com/r/S391803EC793EN.html>

Date: October 2023

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: S391803EC793EN

## Abstracts

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### Summary

Toys & Games Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, 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 South African toys & games market had total revenues of \$242.6 million in 2022, representing a compound annual growth rate (CAGR) of 6.2% between 2017 and 2022.

According to in-house research, the total population of the country in 2022 stood at 60.6 million.

According to MarketLine figures, the birth rates in the country were around 18 per 1000 births in 2021 and 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 South Africa

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

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 South Africa toys & games retail market with five year forecasts

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in South Africa's toys & games retail market?

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