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Toys & Games in North America

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Abstracts

Toys & Games in North America

SUMMARY

Toys & Games in North America 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 North American toys & games market had total revenues of $30,234.0m in 2018, representing a compound annual growth rate (CAGR) of 2.2% between 2014 and 2018.

Hypermarkets, supermarkets and hard discounters account for the largest proportion of sales in the North American toys & games market in 2018, sales through this channel generated $5,691.9m, equivalent to 18.8% of the market's overall value.

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

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SCOPE

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

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

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 North America toys & games market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Target Corp
Walmart Inc
Lego AS
Amazon.com, Inc.
Mastermind LP

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