

# Toys & Games in South Africa

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## Abstracts

Toys & Games in South Africa

### SUMMARY

Toys & Games in South Africa 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 South African toys & games market had total revenues of \$237.8m in 2018, representing a compound annual growth rate (CAGR) of 7.4% between 2014 and 2018.

Sales generated through hypermarkets, supermarkets and hard discounters are the most lucrative for the South African toys & games market in 2018 with total revenues of \$23.2m, equivalent to 9.7% of the market's overall value.

Birth rates in South Africa have been relatively high, which has helped to drive growth in recent years.

### SCOPE

*Toys & Games in South Africa*

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

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

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 South Africa toys & games market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Toy Zone

Amic Trading Pty Ltd

Hamleys of London Ltd

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