

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Geography segmentation
- 4.2. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. How have online retailers affected traditional bricks and mortar toy stores?

8 COMPANY PROFILES

- 8.1. Toy Zone
- 8.2. Amic Trading Pty Ltd
- 8.3. Hamleys of London Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: South Africa toys & games market value: \$ million, 2014-18
- Table 2: South Africa toys & games market geography segmentation: \$ million, 2018
- Table 3: South Africa toys & games market distribution: % share, by value, 2018
- Table 4: South Africa toys & games market value forecast: \$ million, 2018-23
- Table 5: Toy Zone: key facts
- Table 6: Toy Zone: Key Employees
- Table 7: Amic Trading Pty Ltd: key facts
- Table 8: Hamleys of London Ltd: key facts
- Table 9: Hamleys of London Ltd: Key Employees
- Table 10: South Africa size of population (million), 2014-18
- Table 11: South Africa gdp (constant 2005 prices, \$ billion), 2014-18
- Table 12: South Africa gdp (current prices, \$ billion), 2014-18
- Table 13: South Africa inflation, 2014-18
- Table 14: South Africa consumer price index (absolute), 2014-18
- Table 15: South Africa exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: South Africa toys & games market value: \$ million, 2014-18

Figure 2: South Africa toys & games market geography segmentation: % share, by value, 2018

Figure 3: South Africa toys & games market distribution: % share, by value, 2018

Figure 4: South Africa toys & games market value forecast: \$ million, 2018-23

Figure 5: Forces driving competition in the toys & games market in South Africa, 2018

Figure 6: Drivers of buyer power in the toys & games market in South Africa, 2018

Figure 7: Drivers of supplier power in the toys & games market in South Africa, 2018

Figure 8: Factors influencing the likelihood of new entrants in the toys & games market in South Africa, 2018

Figure 9: Factors influencing the threat of substitutes in the toys & games market in South Africa, 2018

Figure 10: Drivers of degree of rivalry in the toys & games market in South Africa, 2018

COMPANIES MENTIONED

Toy Zone

Amic Trading Pty Ltd

Hamleys of London Ltd

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