

# Toys & Games North America (NAFTA) Industry Guide 2014-2023

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## Abstracts

Toys & Games North America (NAFTA) Industry Guide 2014-2023

### SUMMARY

The NAFTA 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.

Essential resource for top-line data and analysis covering the NAFTA toys & games market. Includes market size data, textual and graphical analysis of market growth trends and leading companies.

### KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The toys & games industry within the NAFTA countries had a total market value of \$30,234.0 million in 2018. The Mexico was the fastest growing country, with a CAGR of 4.4% over the 2014-18 period.

Within the toys & games industry, the US is the leading country among the NAFTA bloc, with market revenues of \$26,019.1 million in 2018. This was followed by Mexico and Canada, with a value of \$2,293.8 and \$1,921.1 million, respectively.

The US is expected to lead the toys & games industry in the NAFTA bloc, with a value of \$27,508.7 million in 2023, followed by Mexico and Canada with expected values of \$2,785.1 and \$1,931.3 million, respectively.

## **SCOPE**

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

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

How large is the NAFTA toys & games market in relation to its regional counterparts?

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