

# **Toys and Games Retail Global Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025**

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## **Abstracts**

Toys and Games Retail Global Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

### **SUMMARY**

Global Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The global toys & games market had total revenues of \$96,421.9m in 2020, representing a compound annual growth rate (CAGR) of 1.3% between 2016 and 2020.

Offline account for the largest proportion of sales in the global toys & games market in 2020, sales through this channel generated \$68,289.4m, equivalent to

70.8% of the market's overall value.

The global market declined by 6.7% in 2020 due to lockdown measures which were introduced to inhibit the spread of COVID-19.

## **SCOPE**

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

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

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 global toys & games market with five year forecasts.

## **REASONS TO BUY**

What was the size of the global toys & games market by value in 2020?

What will be the size of the global toys & games market in 2025?

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

How has the market performed over the last five years?

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

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