

# Toys and Games Retail in Brazil - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Toys & Games Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Brazilian toys & games retail market had total revenues of \$2,251.7m in 2020, representing a compound annual growth rate (CAGR) of 3.2% between 2016 and 2020.

Other specialist retail account for the largest proportion of sales in the Brazilian

toys & games retail market in 2020, sales through this channel generated \$776.1m, equivalent to 34.5% of the market's overall value.

Prior to 2020, poverty reduction and an increase in employment had resulted in healthy growth in this market. What's more, franchised items had become more popular and because of their higher unit price, had been a key growth driver in this market.

## SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil toys & games retail market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Brazil's toys & games retail market?

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