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

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Abstracts

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SUMMARY

Toys & Games Retail in Germany 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 German toys & games retail market had total revenues of $3,812.5m in 2020, representing a compound annual growth rate (CAGR) of 2.3% between 2016 and 2020.

Online specialists account for the largest proportion of sales in the German toys & games retail market in 2020, sales through this channel generated $1,165.7m,

equivalent to 30.6% of the market's overall value.

While growth in this market was moderate prior to 2020, it has been constrained to an extent by the growing prevalence of digital alternatives including games consoles, tablets, and mobile phone apps.

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 Germany

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

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 Germany toys & games retail market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Germany's toys & games retail market?

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