

# Toys and Games Retail - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Toys and Games Retail - Market Summary, Competitive Analysis and Forecast, 2016-2025

### 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?

## Contents

### **1 EXECUTIVE SUMMARY**

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

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL TOYS & GAMES RETAIL**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 TOYS & GAMES RETAIL IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

### **6 TOYS & GAMES RETAIL IN EUROPE**

- 6.1. Market Overview

- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 TOYS & GAMES RETAIL IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 TOYS & GAMES RETAIL IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 TOYS & GAMES RETAIL IN ITALY**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook

12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

13.1. Country data

## **14 TOYS & GAMES RETAIL IN JAPAN**

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

15.1. Country data

## **16 TOYS & GAMES RETAIL IN AUSTRALIA**

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

17.1. Country data

## **18 TOYS & GAMES RETAIL IN CANADA**

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 TOYS & GAMES RETAIL IN CHINA**

- 20.1. Market Overview
- 20.2. Market Data
- 20.3. Market Segmentation
- 20.4. Market outlook
- 20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 TOYS & GAMES RETAIL IN THE NETHERLANDS**

- 22.1. Market Overview
- 22.2. Market Data
- 22.3. Market Segmentation
- 22.4. Market outlook
- 22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 TOYS & GAMES RETAIL IN SPAIN**

- 24.1. Market Overview
- 24.2. Market Data
- 24.3. Market Segmentation
- 24.4. Market outlook
- 24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 TOYS & GAMES RETAIL IN THE UNITED KINGDOM**

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

- 27.1. Country data

## **28 TOYS & GAMES RETAIL IN THE UNITED STATES**

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

- 29.1. Country data

## **30 COMPANY PROFILES**

## **31 APPENDIX**

- 31.1. Methodology
- 31.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global toys & games retail market value: \$ billion, 2016-20
- Table 2: Global toys & games retail market geography segmentation: \$ billion, 2020
- Table 3: Global toys & games retail market distribution: % share, by value, 2020
- Table 4: Global toys & games retail market value forecast: \$ billion, 2020-25
- Table 5: Global size of population (million), 2016-20
- Table 6: Global gdp (constant 2005 prices, \$ billion), 2016-20
- Table 7: Global gdp (current prices, \$ billion), 2016-20
- Table 8: Global inflation, 2016-20
- Table 9: Global consumer price index (absolute), 2016-20
- Table 10: Global exchange rate, 2016-20
- Table 11: Asia-Pacific toys & games retail market value: \$ billion, 2016-20
- Table 12: Asia-Pacific toys & games retail market geography segmentation: \$ billion, 2020
- Table 13: Asia-Pacific toys & games retail market distribution: % share, by value, 2020
- Table 14: Asia-Pacific toys & games retail market value forecast: \$ billion, 2020-25
- Table 15: Europe toys & games retail market value: \$ billion, 2016-20
- Table 16: Europe toys & games retail market geography segmentation: \$ billion, 2020
- Table 17: Europe toys & games retail market distribution: % share, by value, 2020
- Table 18: Europe toys & games retail market value forecast: \$ billion, 2020-25
- Table 19: Europe size of population (million), 2016-20
- Table 20: Europe gdp (constant 2005 prices, \$ billion), 2016-20
- Table 21: Europe gdp (current prices, \$ billion), 2016-20
- Table 22: Europe inflation, 2016-20
- Table 23: Europe consumer price index (absolute), 2016-20
- Table 24: Europe exchange rate, 2016-20
- Table 25: France toys & games retail market value: \$ million, 2016-20
- Table 26: France toys & games retail market geography segmentation: \$ million, 2020
- Table 27: France toys & games retail market distribution: % share, by value, 2020
- Table 28: France toys & games retail market value forecast: \$ million, 2020-25
- Table 29: France size of population (million), 2016-20
- Table 30: France gdp (constant 2005 prices, \$ billion), 2016-20
- Table 31: France gdp (current prices, \$ billion), 2016-20
- Table 32: France inflation, 2016-20
- Table 33: France consumer price index (absolute), 2016-20
- Table 34: France exchange rate, 2016-20



- Table 35: Germany toys & games retail market value: \$ million, 2016-20
- Table 36: Germany toys & games retail market geography segmentation: \$ million, 2020
- Table 37: Germany toys & games retail market distribution: % share, by value, 2020
- Table 38: Germany toys & games retail market value forecast: \$ million, 2020-25
- Table 39: Germany size of population (million), 2016-20
- Table 40: Germany gdp (constant 2005 prices, \$ billion), 2016-20
- Table 41: Germany gdp (current prices, \$ billion), 2016-20
- Table 42: Germany inflation, 2016-20
- Table 43: Germany consumer price index (absolute), 2016-20
- Table 44: Germany exchange rate, 2016-20
- Table 45: Italy toys & games retail market value: \$ million, 2016-20
- Table 46: Italy toys & games retail market geography segmentation: \$ million, 2020
- Table 47: Italy toys & games retail market distribution: % share, by value, 2020
- Table 48: Italy toys & games retail market value forecast: \$ million, 2020-25
- Table 49: Italy size of population (million), 2016-20
- Table 50: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 51: Italy gdp (current prices, \$ billion), 2016-20
- Table 52: Italy inflation, 2016-20
- Table 53: Italy consumer price index (absolute), 2016-20
- Table 54: Italy exchange rate, 2016-20
- Table 55: Japan toys & games retail market value: \$ million, 2016-20
- Table 56: Japan toys & games retail market geography segmentation: \$ million, 2020
- Table 57: Japan toys & games retail market distribution: % share, by value, 2020
- Table 58: Japan toys & games retail market value forecast: \$ million, 2020-25
- Table 59: Japan size of population (million), 2016-20
- Table 60: Japan gdp (constant 2005 prices, \$ billion), 2016-20
- Table 61: Japan gdp (current prices, \$ billion), 2016-20
- Table 62: Japan inflation, 2016-20
- Table 63: Japan consumer price index (absolute), 2016-20
- Table 64: Japan exchange rate, 2016-20
- Table 65: Australia toys & games retail market value: \$ million, 2016-20
- Table 66: Australia toys & games retail market geography segmentation: \$ million, 2020
- Table 67: Australia toys & games retail market distribution: % share, by value, 2020
- Table 68: Australia toys & games retail market value forecast: \$ million, 2020-25
- Table 69: Australia size of population (million), 2016-20
- Table 70: Australia gdp (constant 2005 prices, \$ billion), 2016-20
- Table 71: Australia gdp (current prices, \$ billion), 2016-20
- Table 72: Australia inflation, 2016-20
- Table 73: Australia consumer price index (absolute), 2016-20

Table 74: Australia exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Global toys & games retail market value: \$ billion, 2016-20

Figure 2: Global toys & games retail market geography segmentation: % share, by value, 2020

Figure 3: Global toys & games retail market distribution: % share, by value, 2020

Figure 4: Global toys & games retail market value forecast: \$ billion, 2020-25

Figure 5: Forces driving competition in the global toys & games retail market, 2020

Figure 6: Drivers of buyer power in the global toys & games retail market, 2020

Figure 7: Drivers of supplier power in the global toys & games retail market, 2020

Figure 8: Factors influencing the likelihood of new entrants in the global toys & games retail market, 2020

Figure 9: Factors influencing the threat of substitutes in the global toys & games retail market, 2020

Figure 10: Drivers of degree of rivalry in the global toys & games retail market, 2020

Figure 11: Asia-Pacific toys & games retail market value: \$ billion, 2016-20

Figure 12: Asia-Pacific toys & games retail market geography segmentation: % share, by value, 2020

Figure 13: Asia-Pacific toys & games retail market distribution: % share, by value, 2020

Figure 14: Asia-Pacific toys & games retail market value forecast: \$ billion, 2020-25

Figure 15: Forces driving competition in the toys & games retail market in Asia-Pacific, 2020

Figure 16: Drivers of buyer power in the toys & games retail market in Asia-Pacific, 2020

Figure 17: Drivers of supplier power in the toys & games retail market in Asia-Pacific, 2020

Figure 18: Factors influencing the likelihood of new entrants in the toys & games retail market in Asia-Pacific, 2020

Figure 19: Factors influencing the threat of substitutes in the toys & games retail market in Asia-Pacific, 2020

Figure 20: Drivers of degree of rivalry in the toys & games retail market in Asia-Pacific, 2020

Figure 21: Europe toys & games retail market value: \$ billion, 2016-20

Figure 22: Europe toys & games retail market geography segmentation: % share, by value, 2020

Figure 23: Europe toys & games retail market distribution: % share, by value, 2020

Figure 24: Europe toys & games retail market value forecast: \$ billion, 2020-25

Figure 25: Forces driving competition in the toys & games retail market in Europe, 2020

Figure 26: Drivers of buyer power in the toys & games retail market in Europe, 2020

Figure 27: Drivers of supplier power in the toys & games retail market in Europe, 2020

Figure 28: Factors influencing the likelihood of new entrants in the toys & games retail market in Europe, 2020

Figure 29: Factors influencing the threat of substitutes in the toys & games retail market in Europe, 2020

Figure 30: Drivers of degree of rivalry in the toys & games retail market in Europe, 2020

Figure 31: France toys & games retail market value: \$ million, 2016-20

Figure 32: France toys & games retail market geography segmentation: % share, by value, 2020

Figure 33: France toys & games retail market distribution: % share, by value, 2020

Figure 34: France toys & games retail market value forecast: \$ million, 2020-25

Figure 35: Forces driving competition in the toys & games retail market in France, 2020

Figure 36: Drivers of buyer power in the toys & games retail market in France, 2020

Figure 37: Drivers of supplier power in the toys & games retail market in France, 2020

Figure 38: Factors influencing the likelihood of new entrants in the toys & games retail market in France, 2020

Figure 39: Factors influencing the threat of substitutes in the toys & games retail market in France, 2020

Figure 40: Drivers of degree of rivalry in the toys & games retail market in France, 2020

Figure 41: Germany toys & games retail market value: \$ million, 2016-20

Figure 42: Germany toys & games retail market geography segmentation: % share, by value, 2020

Figure 43: Germany toys & games retail market distribution: % share, by value, 2020

Figure 44: Germany toys & games retail market value forecast: \$ million, 2020-25

Figure 45: Forces driving competition in the toys & games retail market in Germany, 2020

Figure 46: Drivers of buyer power in the toys & games retail market in Germany, 2020

Figure 47: Drivers of supplier power in the toys & games retail market in Germany, 2020

Figure 48: Factors influencing the likelihood of new entrants in the toys & games retail market in Germany, 2020

Figure 49: Factors influencing the threat of substitutes in the toys & games retail market in Germany, 2020

Figure 50: Drivers of degree of rivalry in the toys & games retail market in Germany, 2020

Figure 51: Italy toys & games retail market value: \$ million, 2016-20

Figure 52: Italy toys & games retail market geography segmentation: % share, by value, 2020

Figure 53: Italy toys & games retail market distribution: % share, by value, 2020

Figure 54: Italy toys & games retail market value forecast: \$ million, 2020-25

Figure 55: Forces driving competition in the toys & games retail market in Italy, 2020

Figure 56: Drivers of buyer power in the toys & games retail market in Italy, 2020

Figure 57: Drivers of supplier power in the toys & games retail market in Italy, 2020

Figure 58: Factors influencing the likelihood of new entrants in the toys & games retail market in Italy, 2020

Figure 59: Factors influencing the threat of substitutes in the toys & games retail market in Italy, 2020

Figure 60: Drivers of degree of rivalry in the toys & games retail market in Italy, 2020

Figure 61: Japan toys & games retail market value: \$ million, 2016-20

Figure 62: Japan toys & games retail market geography segmentation: % share, by value, 2020

Figure 63: Japan toys & games retail market distribution: % share, by value, 2020

Figure 64: Japan toys & games retail market value forecast: \$ million, 2020-25

Figure 65: Forces driving competition in the toys & games retail market in Japan, 2020

Figure 66: Drivers of buyer power in the toys & games retail market in Japan, 2020

Figure 67: Drivers of supplier power in the toys & games retail market in Japan, 2020

Figure 68: Factors influencing the likelihood of new entrants in the toys & games retail market in Japan, 2020

Figure 69: Factors influencing the threat of substitutes in the toys & games retail market in Japan, 2020

Figure 70: Drivers of degree of rivalry in the toys & games retail market in Japan, 2020

Figure 71: Australia toys & games retail market value: \$ million, 2016-20

Figure 72: Australia toys & games retail market geography segmentation: % share, by value, 2020

Figure 73: Australia toys & games retail market distribution: % share, by value, 2020

Figure 74: Australia toys & games retail market value forecast: \$ million, 2020-25

Figure 75: Forces driving competition in the toys & games retail market in Australia, 2020

Figure 76: Drivers of buyer power in the toys & games retail market in Australia, 2020

Figure 77: Drivers of supplier power in the toys & games retail market in Australia, 2020

Figure 78: Factors influencing the likelihood of new entrants in the toys & games retail market in Australia, 2020

Figure 79: Factors influencing the threat of substitutes in the toys & games retail market in Australia, 2020

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