

Global Toys and Games Market 2021

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Abstracts

Toys and games are found throughout the world and date back to early times. Playing with toys can be an enjoyable means of training young children for life experiences. The global toys and games market is set to increase by US\$ 152,588 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 7.9% during the forecast period. Awareness of the cognitive and intellectual benefits of outdoor and sports toys, influence of technology in promoting video games, rising demand for scientific and educational toys, continuously rising personnel disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toys and games. The global toys and games market is segmented on the basis of product, distribution channel, and region. On the basis of product, the global toys and games market has been segmented into traditional toys & games, electronic games. The traditional toys & games segment is estimated to account for the largest share of the global toys and games market. By distribution channel, the global toys and games market has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment held the largest revenue share in 2020. In terms of geography, the global toys and games market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, Latin America.

The traditional toys & games market is further segmented into action figures & accessories, arts & crafts, baby & pre-school toys, construction toys, dolls & accessories, games & puzzles, outdoor & sports toys, vehicles & remote control, and others. The construction toys segment held the largest share of the global toys and games market in 2020 and is anticipated to hold its share during the forecast period. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. In 2020, the electronic games software

segment made up the largest share of revenue generated by the toys and games market.

The global toys and games market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Activision Blizzard Inc., BANDAI NAMCO Holdings Inc., Electronic Arts Inc. (EA), Epic Games Inc., Hasbro Inc., LEGO System A/S, Mattel Inc., MGA Entertainment Inc., Microsoft Corporation, NetEase Inc., Nintendo Co. Ltd., Take-Two Interactive Software Inc., Tencent Holdings Ltd., Ubisoft Entertainment SA.

Report Scope

Product: traditional toys & games, electronic games

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Region: North America, Asia Pacific, Europe, Middle East and Africa, Latin America

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global toys and games market

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. MARKET BREAKDOWN BY REGION

North America
Asia Pacific
Europe
Middle East and Africa
Latin America

PART 6. KEY COMPANIES

Activision Blizzard, Inc.
BANDAI NAMCO Holdings Inc.
Electronic Arts Inc. (EA)
Epic Games, Inc.
Hasbro, Inc.
LEGO System A/S

Mattel, Inc.
MGA Entertainment, Inc.
Microsoft Corporation
NetEase, Inc.
Nintendo Co., Ltd.
Take-Two Interactive Software, Inc.
Tencent Holdings Ltd.
Ubisoft Entertainment SA
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