

Toys and Games Market in Australia 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 toys and games market in Australia is poised to grow by US\$ 2,301 million from 2021 to 2027, registering a CAGR of 7.8% during the forecast period, according to StrategyHelix. 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 Australia toys and games market is segmented on the basis of product, and distribution channel. By product, the toys and games market in Australia has been segmented into traditional toys & games, electronic games. According to the research, the traditional toys & games segment had the largest share in the toys and games market in Australia. Based upon distribution channel, the toys and games market in Australia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In 2020, the online retailing segment made up the largest share of revenue generated by the toys and games market.

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. StrategyHelix research indicates that the construction toys segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. In Australia, the electronic games software segment made up the largest share of the toys and games market.

The Australia toys and games market is highly competitive. Some of the leading companies operating in the market are Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Hasbro Inc., LEGO System A/S, Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Supercell Oy.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toys and games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: traditional toys & games, electronic games

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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Australia toys and games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
Electronic Arts Inc. (EA)
Epic Games, Inc.
Hasbro, Inc.
LEGO System A/S
Microsoft Corporation
Nintendo Co., Ltd.
Sony Corporation
Supercell Oy
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