

# Toys and Games Market in Europe 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. A study by StrategyHelix indicates that the toys and games market in Europe is expected to increase by US\$ 22,849 million from 2021 to 2027, garnering a CAGR of 5.9% 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 Europe toys and games market is segmented on the basis of product, distribution channel, and country. Based on product, the toys and games market in Europe is categorized into traditional toys & games, electronic games. In Europe, the traditional toys & games segment made up the largest share of the toys and games market. On the basis of distribution channel, the toys and games market in Europe has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment captured the largest share of the market in 2020. In terms of geography, the toys and games market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Turkey. According to the research, United Kingdom had the largest share in the toys and games market in Europe.

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 was the largest contributor to the Europe toys and games market in 2020. Furthermore, the electronic games market has been

categorized into electronic games hardware, and electronic games software. The electronic games software segment is estimated to account for the largest share of the toys and games market in Europe.

The Europe toys and games market is highly competitive. The key players in the toys and games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Garena Interactive Holding Limited, Hasbro Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Take-Two Interactive Software Inc., Ubisoft Entertainment SA, Valve Corporation, Wargaming Group Limited.

#### Report Scope

Product: traditional toys & games, electronic games

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

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Turkey

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe toys and games market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. TOYS AND GAMES MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Traditional toys & games  
Electronic games

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 5. MARKET BREAKDOWN BY COUNTRY**

France  
Germany  
Italy  
Netherlands  
Poland  
Russia  
Spain  
Sweden  
Switzerland  
Turkey

### **PART 6. KEY COMPANIES**

Activision Blizzard, Inc.

Electronic Arts Inc. (EA)  
Epic Games, Inc.  
Garena Interactive Holding Limited  
Hasbro, Inc.  
LEGO System A/S  
Mattel, Inc.  
Microsoft Corporation  
Nintendo Co., Ltd.  
Sony Corporation  
Take-Two Interactive Software, Inc.  
Ubisoft Entertainment SA  
Valve Corporation  
Wargaming Group Limited  
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