

Toys and Games Market in Germany 2021

<https://marketpublishers.com/r/T7500EC9FAC5EN.html>

Date: January 2022

Pages: 17

Price: US\$ 550.00 (Single User License)

ID: T7500EC9FAC5EN

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. According to StrategyHelix, the toys and games market in Germany is expected to increase by US\$ 2,928 million during 2021-2027, expanding at a CAGR of 5% 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 Germany toys and games market is segmented on the basis of product, and distribution channel. Based on product, the toys and games market in Germany is categorized into traditional toys & games, electronic games. In Germany, 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 Germany has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment captured the largest share of the market in 2020.

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 Germany 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 Germany.

The Germany toys and games market is highly competitive. The report also includes the profiles of leading companies such as Activision Blizzard Inc., Electronic Arts Inc. (EA), geobra Brandstatter Stiftung & Co. KG, Hasbro Inc., LEGO System A/S, Mattel Inc., Nintendo Co. Ltd., Ravensburger AG, SIMBA DICKIE GROUP GmbH, Sony Corporation, Tencent Holdings Ltd.

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 Germany 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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Electronic games

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
Electronic Arts Inc. (EA)
geobra Brandstatter Stiftung & Co. KG
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Nintendo Co., Ltd.
Ravensburger AG
SIMBA DICKIE GROUP GmbH
Sony Corporation
Tencent Holdings Ltd.
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