

Toys and Games Market in Italy 2021

<https://marketpublishers.com/r/T22463E0DA9EEN.html>

Date: January 2022

Pages: 18

Price: US\$ 550.00 (Single User License)

ID: T22463E0DA9EEN

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 Italy is set to increase by US\$ 1,091 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 3.8% 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 Italy toys and games market is segmented on the basis of product, and distribution channel. On the basis of product, the toys and games market in Italy has been segmented into traditional toys & games, electronic games. Among these, the traditional toys & games segment was accounted for the highest revenue generator in 2020. By distribution channel, the toys and games market in Italy has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment is estimated to account for the largest share of the toys and games market in Italy.

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 captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. According to the research, the electronic games software segment had the largest share in the toys and games market in Italy.

The Italy toys and games market is highly competitive. As of 2020, the major players in the Italy toys and games market were Activision Blizzard Inc., Electronic Arts Inc. (EA), LEGO System A/S, Mattel Inc., Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Supercell Oy, Take-Two Interactive Software Inc., 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 Italy 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. KEY COMPANIES

Activision Blizzard, Inc.
Electronic Arts Inc. (EA)
LEGO System A/S
Mattel, Inc.
Microsoft Corporation
Nintendo Co., Ltd.
Sony Corporation
Supercell Oy
Take-Two Interactive Software, Inc.
Tencent Holdings Ltd.
About StrategyHelix
Disclaimer

I would like to order

Product name: Toys and Games Market in Italy 2021

Product link: <https://marketpublishers.com/r/T22463E0DA9EEN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T22463E0DA9EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970