

Toys and Games Market in Latin America 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 Latin America is poised to grow by US\$ 11,180 million from 2021 to 2027, registering a CAGR of 12.9% 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 Latin America toys and games market is segmented on the basis of product, distribution channel, and country. By product, the toys and games market in Latin America has been segmented into traditional toys & games, electronic games. The traditional toys & games segment was the largest contributor to the Latin America toys and games market in 2020. Based upon distribution channel, the toys and games market in Latin America is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. According to the research, the online retailing segment had the largest share in the toys and games market in Latin America. In terms of geography, the toys and games market in Latin America has been segmented into Argentina, Brazil.

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 is estimated to account for the largest share of the toys and games market in Latin America. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. The electronic games software segment held the largest share of the Latin America toys

and games market in 2020 and is anticipated to hold its share during the forecast period.

The Latin America toys and games market is highly competitive. As of 2020, the major players in the Latin America toys and games market were Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Hasbro Inc., KRAFTON Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Supercell Oy, 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

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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Specialty stores
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Others

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Argentina
Brazil

PART 6. KEY COMPANIES

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

Sony Corporation
Supercell Oy
Take-Two Interactive Software, Inc.
Tencent Holdings Ltd.
Ubisoft Entertainment SA
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