

Toys and Games Market in Middle East and Africa 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 Middle East and Africa is poised to grow by US\$ 845 million during 2021-2027, progressing at a CAGR of 6.2% during the forecast period, according to data and analytics company 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 Middle East and Africa toys and games market is segmented on the basis of product, distribution channel, and country. By product, the toys and games market in Middle East and Africa has been segmented into traditional toys & games, electronic games. In 2020, the traditional toys & games segment made up the largest share of revenue generated by the toys and games market. Based upon distribution channel, the toys and games market in Middle East and Africa is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment was the largest contributor to the Middle East and Africa toys and games market in 2020.

Geographically, the toys and games market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

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. Among these, the construction toys segment was accounted for the highest revenue generator in 2020. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. The electronic games software segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

The Middle East and Africa toys and games market is highly competitive. The prominent players operating in the Middle East and Africa toys and games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Hasbro Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, Nintendo Co. Ltd., Ravensburger AG, Sony Corporation, Tencent Holdings Ltd., Valve Corporation, VTech Holdings Limited, Wargaming Group Limited.

Report Scope

Product: traditional toys & games, electronic games

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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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
Online retailing
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South Africa
United Arab Emirates

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

Sony Corporation
Tencent Holdings Ltd.
Valve Corporation
VTech Holdings Limited
Wargaming Group Limited
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