

# Toys and Games Market in Netherlands 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 Netherlands is poised to grow by US\$ 695 million during 2021-2027, progressing at a CAGR of 4.7% 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 Netherlands toys and games market is segmented on the basis of product, and distribution channel. By product, the toys and games market in Netherlands has been segmented into traditional toys & games, electronic games. The traditional toys & games segment was the largest contributor to the Netherlands toys and games market in 2020. Based upon distribution channel, the toys and games market in Netherlands 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 Netherlands.

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

period.

The Netherlands toys and games market is highly competitive. Key companies profiled in the report include Activision Blizzard Inc., Electronic Arts Inc. (EA), Hasbro Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, Nintendo Co. Ltd., Ravensburger AG, Sony Corporation, Take-Two Interactive Software Inc.

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 Netherlands 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

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Specialty stores  
Online retailing  
Others

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Electronic Arts Inc. (EA)  
Hasbro, Inc.  
LEGO System A/S  
Mattel, Inc.  
Microsoft Corporation  
Nintendo Co., Ltd.  
Ravensburger AG  
Sony Corporation  
Take-Two Interactive Software, Inc.  
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