

Toys and Games Market in Poland 2021

<https://marketpublishers.com/r/TD44A5EFFE0DEN.html>

Date: January 2022

Pages: 15

Price: US\$ 550.00 (Single User License)

ID: TD44A5EFFE0DEN

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 Poland is expected to increase by US\$ 1,566 million during 2021-2027, expanding at a CAGR of 11.2% 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 Poland toys and games market is segmented on the basis of product, and distribution channel. Based on product, the toys and games market in Poland is categorized into traditional toys & games, electronic games. The traditional toys & games segment held the largest share of the Poland toys and games market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the toys and games market in Poland has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In Poland, the online retailing segment made up the largest share of the toys and games market.

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. In 2020, the construction toys segment made up the largest share of revenue generated by the toys and games market. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. Among these, the electronic games software segment was accounted for the highest revenue generator in 2020.

The Poland toys and games market is highly competitive. The prominent players operating in the Poland 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, SIMBA DICKIE GROUP GmbH, Sony Corporation, Take-Two Interactive Software Inc., Ubisoft Entertainment SA.

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 Poland 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)
Epic Games, Inc.
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Microsoft Corporation
SIMBA DICKIE GROUP GmbH
Sony Corporation
Take-Two Interactive Software, Inc.
Ubisoft Entertainment SA
About StrategyHelix
Disclaimer

I would like to order

Product name: Toys and Games Market in Poland 2021

Product link: <https://marketpublishers.com/r/TD44A5EFFE0DEN.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/TD44A5EFFE0DEN.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